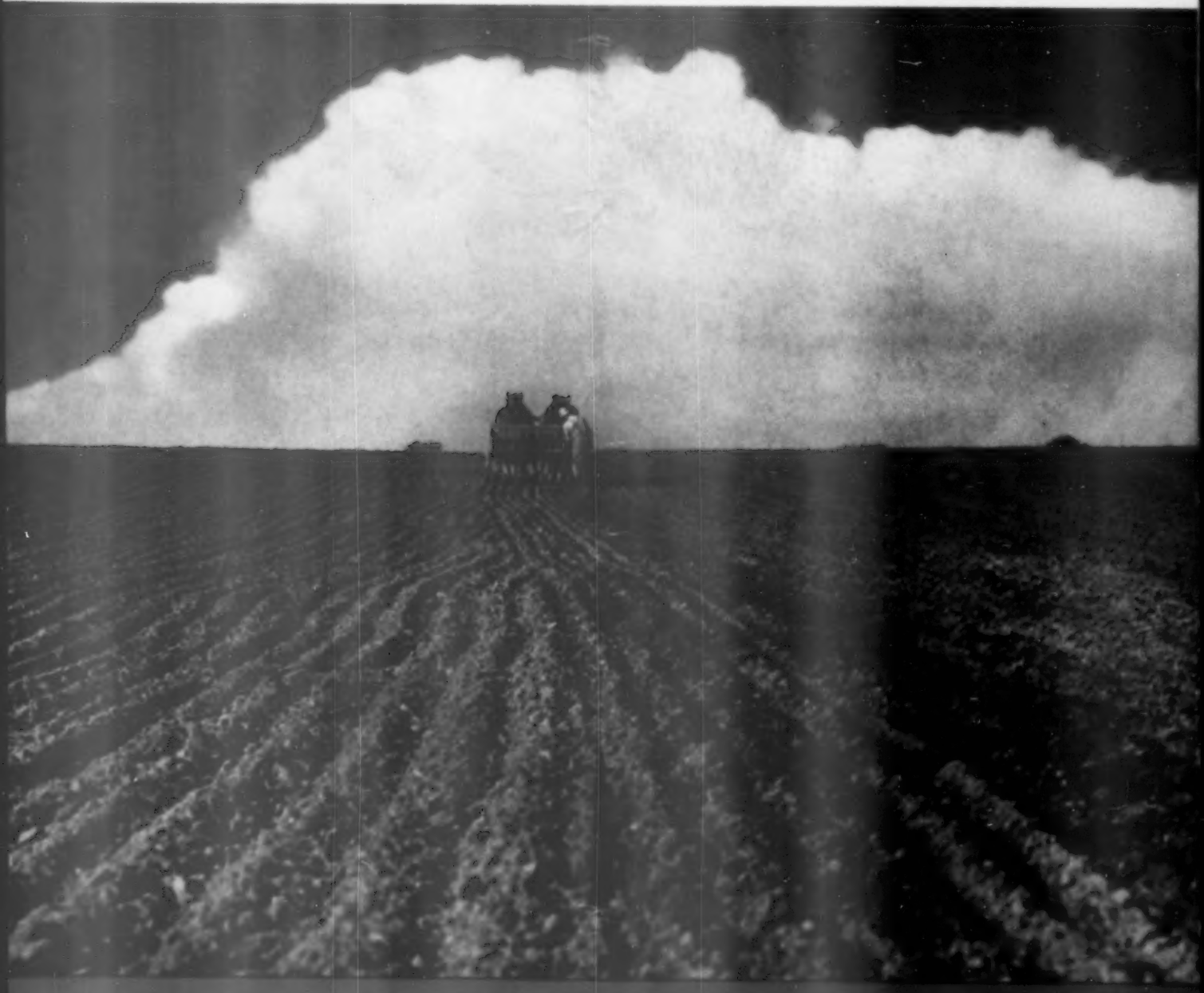
The Northwestern Miller



Volume 249
Number 3

APRIL 18, 1950

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The Northwestern Miller

ESTABLISHED IN 1873

A Weekly News Magazine for the Flour Industry

Issued by

The Miller Publishing Co.

Executive, Editorial and Publication Offices at
118 So. 6th St., Minneapolis 2, Minn.
Telephone MAin 0575

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CABLE ADDRESS: "Palmking," Minneapolis, New York, Chicago, Kansas City, London and Toronto.

TELETYPE CALL NUMBERS: Minneapolis, MP 179; Kansas City, KC 295; Chicago, CG 340; New York, NY 1-2452; Washington, D.C., WA 82.

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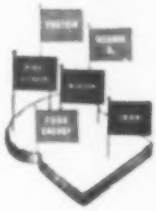
PAGE Flour jobbers are sure of top quality. For PAGE Mills can draw wheat without penalty from four major producing states—Kansas, Nebraska, Oklahoma and Colorado. That's good insurance against Nature's variations.



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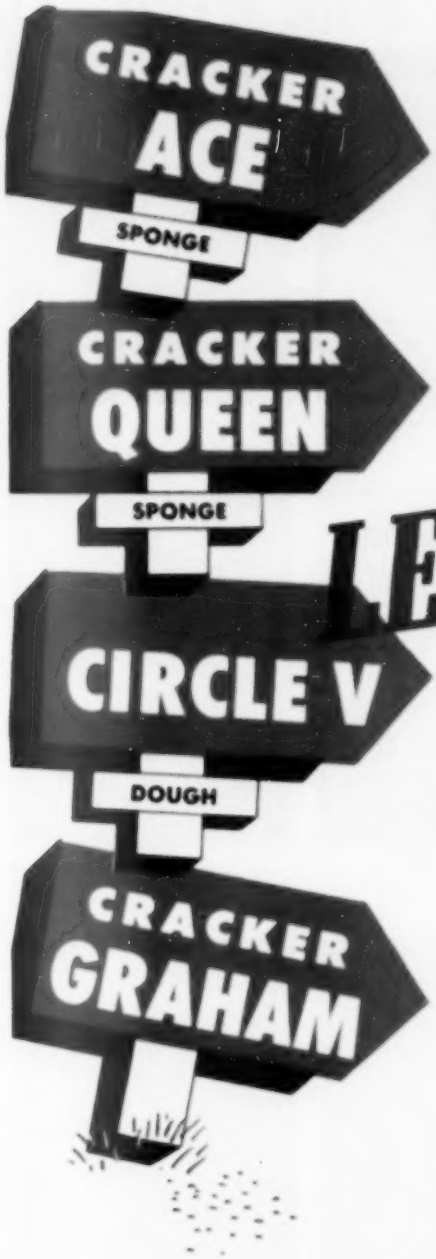

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. . . you always choose quality

A slow, smooth motion flicks the bait temptingly towards the rushing stream—*bang*—the water boils with the vicious thrusts of an angry trout—that's flycasting . . . thrill supreme for millions of American sportsmen!

The true masters of this almost universal sport will tell you that it pays to use quality equipment. They guard their skill with the *best* . . . and America's master bakers do the same . . . by using only the best of ingredients in their own work.

That's why you'll find Commander-Larabee Flours in top bakeries across the nation. Wise bakers *know* that the controlled baking values and absolute uniformity of these great flours assure peak performance *always!*

Let your experienced Commander-Larabee representative help you with your flour problems. And remember, when performance counts, choose quality . . . choose a Commander-Larabee Flour!

Cast 20' of line. Hold rod level, thumb on top of grip. To straighten line, pull in with left hand. Raise rod as shown.

Sweep rod up, increasing speed; try to toss line straight up to avoid low back cast and bringing rod tip too far back.

Stop rod suddenly—no farther back than this, or your cast is ruined! Pause until line is almost straight behind you.

Sweep rod out, upward. Begin slow and end fast. Aim several feet above mark, so line will straighten in air, not splash.

In picture 5, the line is shot to mark. Picture 6: To save tip of light rod, keep it well forward, take strain on lower parts. Generally, a whip-like crack means timing is too fast; line falling in "going dead" means timing is too slow. Technique shown must be followed in minute detail.

Commander-Larabee Milling Company

GENERAL OFFICES | MINNEAPOLIS · 2 · MINNESOTA

Crop Year Export Forecast Cut Again

OFFICIALS ESTIMATE TOTAL AT 300 MILLION BUSHELS

Forecast Includes Sales Under Wheat Agreement Still to Be Financed by ECA Plus 10 Million Bushels to Germany

By JOHN CIPPERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON—Leading government officials again have lowered their estimates of the wheat export outlook for the current crop year, now to 300 million bushels. This new forecast includes shipments under the International Wheat Agreement still to be financed by the Economic Cooperation Administration plus approximately 10 million bushels of wheat for Germany.

The pattern of world demand for bread grains is shifting under the impact of barter arrangements and price opportunities between wheat and rye. For example, after Portugal was assigned a procurement authorization for rye in the U.S. recently, it was learned that Germany was prepared to offer a cargo of rye for export. This German offer is indicative of the shifting taste in Germany for wheat over rye.

At this time there is no sign that the German rye will be traded to Portugal. However, without the interference of government in the German purchases it is seen possible that private trade could promote a German-Portuguese deal in these commodities. Portugal asked for an ECA authorization to buy U.S.-grown rye since price-wise a better bargain is possible in rye than in wheat.

More Corn Emphasis

Further emphasis on corn exports is scheduled when ECA announces additional corn for Ireland, probably an additional cargo this week, to be followed by as much as five cargoes of corn for Germany. Authorization of this German procurement may not be made immediately, but a definite demand is seen.

A slowdown in soybean procurement for Germany is now semiofficial. Originally ECA has slated six cargoes of beans for Germany and recently transferred procurement from Commodity Credit Corp. to private exporters. Two cargoes of beans to be procured by the trade have already been announced. As things now stand, the German soybean purchasing will be held to four cargoes instead of six as originally authorized.

At USDA wheat crop observers likewise are bringing down their previous estimates and concede that with the best of results exports through June 30 will not exceed 310 million, and this estimate is predicated on further substantial exports to Japan. It is noticeable, however, that CCC has made no consequential wheat purchases in that area for some time, although there is no great urgency to rush procurement in advance of actual need.

Must Pay Higher Price

The only factor which could influence the Japanese situation is that the Army in purchasing U.S. grown wheat is required to pay higher than the IWA price level and the U.S. has no comparable provision to Canada which offers wheat on the basis of a Class 2 price, which is between the market and the IWA price ceiling.

USDA officials admitted that unless the U.S. made consequential exports to Japan in the final quarter of this year they could not exceed 300 million bushels and could fall below that level.

For the first nine months of the current crop year USDA is estimating wheat exports including flour at 257 million bushels.

WARD BAKING REPORTS QUARTERLY NET PROFIT

NEW YORK — Ward Baking Co. has reported net profit for the 12 weeks ended March 25, 1950, of $387,942, equal to 42¢ a common share. This compares with net profit of $863,272, equal to 86¢ a share, for the comparative period of 1949, and of $635,845, equal to 78¢ a share, for the like period of 1948.

North Dakotan Named "King" in Pillsbury Wheat Contest

MINNEAPOLIS — For the first time a North Dakotan has been named "Wheat King" in the contest for the Philip W. Pillsbury wheat awards in the ninth annual judging of wheat grown in the U.S.

William R. Woods, Tioga, N.D., won top honors for the Mida wheat grown on his 600-acre farm. Its test weight was 63.6 lb. Mr. Woods also won first prize in the durum wheat award section of the Pillsbury contest with his Stewart durum.

Mr. Woods and his family have operated his farm for 44 years. Recently his bread wheat and durum wheat were named the best grown in North Dakota.

Reserve champion for the 1949 crop is Leslie Meier, Loveland, Colo., who won with a 64-lb. sample of Comanche hard red winter wheat.

The soft red winter wheat sent in by Wayne Van Cleave, Thornton, Ind., won the special award for that class. It was of the Vigo variety testing 61.5 lb., and placed third in the national competition.

J. D. Patterson, Patterson, Cal., exhibited the best sample of white wheat (Baart 38 variety) testing 64.2 lb. This had been judged the best wheat grown in California.

Soybean Winner

Winner of the soybean section—a "first" this year in the Pillsbury awards—was Harold Haffner, Thornton, Ind. His Lincoln variety, test weighing 59 lb., had already earned top prize in his state. Mr. Haffner farms 160 acres of corn, wheat, beans and clover, and raises cattle.

Second place winner in the soybean section was Bent T. Gildersleeve, Hudson, Ill., who exhibited a sample of the Wabash variety.

Honorable mention was given J. E. Taylor, Woodland, Cal., for white wheat; Cecil Hofmann, Eliff, Colo., for hard red spring; David W. Burch, Diverson, Ill., soft red winter; Frank Gees, Hillsboro, Ill., soft red winter; John C. Wilk, Alma, Mich., hard red winter; G. C. Gerlach, Red Lake Falls, Minn., hard red spring; Austin Udy, Garland, Utah, hard red winter, and Bernard Authier, Kennebec, S.D., hard red winter.

Milton Pearson, Easby, N.D., won second prize in the durum section with Mindum variety and G. C. Ger-

(Continued on page 11)

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N.Y. Distributors Choose Delegates to National Meeting

NEW YORK—Delegates and alternates to represent the New York Association of Flour Distributors at the forthcoming convention of the National Association of Flour Distributors were appointed at a meeting of the New York group held here April 13. The meeting was under the direction of Albert W. Berg, Charles W. Berg & Son, vice president of the local association.

The three delegates selected to represent the New York association at the national meeting in Boston May 7-9 are Walter J. Stockman of Raymond F. Kilthau, president of the New York group; W. P. Tanner, Tanner-Evans-Siney Corp., and James A. Seligmann, Albert Seligmann & Co.

Alternates are Charles C. Chinski, Chinski Trading Corp.; W. G. McLaughlin, International Milling Co.; Albert W. Berg, and Halsey B. O'Brien, T. T. Sweezy's Son & Co.

A considerable portion of the meeting was devoted to a report and recommendations of the jobbers committee, presented by James A. Seligmann, committee chairman. The report dealt principally with trade practices, with particular emphasis on current problems of the jobbing segment of the industry.

Charles Newman, B. Newman & Son, Paterson, N.J., was elected a member of the association at this meeting.

MNF to Honor Fred J. Lingham

CHICAGO—Fred J. Lingham of Lockport, N.Y., twice president of the Millers National Federation, will be guest of honor at a dinner in the Edgewater Beach Hotel, Monday, May 15, the opening date of this year's federation convention.

The dinner is being sponsored by the millers' organization in recognition of distinguished services rendered by Mr. Lingham to the milling industry over a long period of years. A special committee is in charge of the arrangements.

Attendance will be limited to members of the flour milling industry.

Mr. Lingham retired Jan. 1 at the time Federal Mill, Inc., Lockport, was sold to the International Milling Co., Minneapolis. He had been president of Federal Mill since 1920.

Mr. Lingham started in the milling industry with the Anchor Mill Co., Superior, Wis., in 1893. He was a flour broker in New York and Boston from 1896 to 1907, when he joined Federal Mill as treasurer, a position he held until he assumed the presidency of the firm.

He has served as president of the N.Y. State Millers Assn. and other industry groups as well as the Millers National Federation. Mr. Lingham was made an honorary member of the federation in 1943.

He attained national prominence as a member of the U.S. Food Administration organized by former President Herbert Hoover during World War I, serving for a time as chief of the flour milling division of the administration. He later was instrumental in securing passage of the Grain Standards Act in 1916.

Fred J. Lingham

INSECT INFESTATION IN CORN TO BE INVESTIGATED BY FDA

Program Similar to Study of Hidden Infestation in Wheat Now Being Put into Effect in Flour Milling Industry Proposed to Corn Milling Industry

WASHINGTON — The Food and Drug Administration intends to start, within six weeks, a study of insect infestation in corn comparable to the research program now being put into effect in the wheat flour milling industry.

Representatives of the Food and Drug Administration met in Chicago April 12 with representatives of the American Corn Millers Federation. FDA officials presented a tentative plan of procedure patterned after the plan adopted for the flour industry. After this plan has been discussed by the corn millers, the Food and Drug Administration plans to submit a formal proposal of operation.

(Editor's Note—The plan proposed by the Food and Drug Administration for a study of insect infestation in wheat was outlined in a news story in the March 14, 1950, issue of The Northwestern Miller and in an article, "Proposed Study of Insect Infestation," by J. O. Clarke, director of the Division of Program Research, Food and Drug Administration, which appeared in the Milling Production Section of The Northwestern Miller for April 11, 1950.)

The purpose of the Food and Drug Administration is to set a pattern of supply study for corn millers to determine what percentage of the corn they receive is already contaminated. FDA officials say that the corn milling industry has, as a general rule, as high a degree of sanitation and good housekeeping in its plants as the wheat flour milling industry maintains.

Numerous instances of corn milling progress is noted by the administration in companies engaged in interstate commerce where the miller has completely re-equipped his plant to obtain a maximum degree of sanitation in his operations.

The corn millers, however, find themselves in the same position as wheat millers with regard to the condition of their raw product. They cannot control the standard of grain received at the mill.

Another aspect of the corn millers' problem is that of competition from intra-state merchandisers who buy locally grown corn and put the end products into sale within state boundaries and outside the control of FDA inspection.

Officials of the Food and Drug Administration are quick to deny that this statement should be construed as any criticism of intra-state sellers of corn milling products but their freedom from FDA inspection does put the interstate millers under economic pressures which have to be met.

Most of the corn millers in the Southeastern states doing interstate business are said to obtain their corn from the Corn Belt area, while the intrastate or local corn millers are more likely to get their corn from local supply sources.

Local corn supplies, it is said, are more likely to be subject to insect infestation and animal contamination.

While the Food and Drug Administration has not revealed its program for the corn milling industry except to the corn millers' federation committee, it is expected that the attack on the problem by the FDA will not vary considerably from that in effect for the wheat flour millers.

The purpose of both programs is to determine to what extent basic materials are infested at the time of receipt by the mills. FDA officials say that control of conditions beyond that point is the responsibility of the U.S. Department of Agriculture.

Economic sanctions on grain producers, which would make insect-infested grain subject to price discounts, are a possibility, according to FDA officials. As an example, they point out the success of economic sanctions in the form of price discounts or rejections of cream by dairies because of the presence of extraneous material in the cream as it is received by the dairies. The milk producer and butter and cheese manufacturer at first objected to this procedure but after a period of trial it was found that the producers learned that they were ultimately the beneficiaries of the program.

It was held in Washington that the FDA plan for the corn millers will be a stimulant to better milling practices and that the high standards of the millers which maintain good housekeeping practices will have to be met if the mills are to survive.

The same type of sampling techniques outlined for the wheat flour milling industry will be conducted by the FDA in the corn mills as to sources of supply. Typical corn mills with good housekeeping practices will be used for the final phase of the study. Officials of the Food and Drug Administration anticipate approval of the plan by the corn millers within six weeks and it is expected that the study will be put into operation before summer.

—GRAIN IS THE STAFF OF LIFE—

MILLERS CLUB MEETING APRIL 20 AT A-C PLANT

MILWAUKEE — Allis-Chalmers Mfg. Co. will be host to the members of the Chicago Millers Club April 20. After a luncheon at the A-C club house, the club members will be taken on a tour of the testing and research laboratories, with emphasis on the basic industries section and the manufacture and display of grain and food processing equipment. The tour will be concluded with a round table forum, with a staff of experts answering questions and discussing the engineering and processing problems.

Subsidy Rates Under Wheat Agreement

(In cents per bushel)

	East Coast	West Coast	Gulf*	Gulf†	Gulf‡
April 15—					
April	55	54	45	42	41
May	55	54	44	42	40
June	52	52	43	41	39
July	51	50	43	41	39
April 15—					
April	60	54	44	42	40
May	59	54	44	42	40
June	55	52	43	40	38
July	52	50	42	40	38
April 15—					
April	58	54	45	41	38
May	58	54	45	41	38
June	52	52	41	39	37
July	52	50	41	39	37
April 15—					
April	60	55	45	43	41
May	60	55	45	43	41
June	55	55	42	40	38
July	55	50	42	40	38
April 15—					
April	60	54	45	43	41
May	60	55	45	43	41
June	55	54	42	40	38
July	52	50	42	40	38

*Gulf to all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands.
†Gulf to Far East and adjacent areas.
‡Gulf to Latin American, West Indies and Mexico.

Unbalanced Trade Given Share of Blame for Lagging Exports

MINNEAPOLIS — Expansion of U.S. wheat and flour exports to nations in the Far East depends to a large degree on making it possible for them to gain U.S. dollar credits by selling more of their goods in the U.S.

This point was among those emphasized by speakers at a gathering of milling executives, grain men and representatives of producers at the Minneapolis Grain Exchange April 12. The speakers were Joseph Becker, chief of the U.S. Office of Foreign Agricultural Relations and two members of the Far East Grain Mission which recently conducted a survey of market potentialities in that area, Henry A. Baehr, U.S. Department of Agriculture cereal chemist, and E. J. Bell, administrator of the Oregon Wheat Commission.

The meeting was the second in a series of three, with the first held at Kansas City April 10 and the third at Portland April 14. (The reports presented at all of these were summarized in a story on the Kansas City gathering on page 9 of the April 11 issue of The Northwestern Miller.)

Farm Exports Lag

Mr. Becker, in background ing the reports of the other men traced the recent history of U.S. exports. Exports of U.S. farm products, he pointed out, haven't accelerated as fast as exports of other types of commodities, although the amount of agricultural goods sent abroad in recent years has about doubled since the 1920's.

Also, U.S. imports haven't increased to correspond with the sharp gain in exports, he said. This, he declared, is the root of the problem of dwindling export markets for agricultural commodities in relation to other exports, with the lack of dollar exchange curbing foreign demand for farm goods.

Illustrating this point, Mr. Becker pointed out that while the U.S. contains only one seventh of the world's population, it produces one half of the world's goods.

The survey by Mr. Baehr, Mr. Bell and A. M. Camp, president of the North Pacific Grain Growers, was undertaken as a first step to determine what could be done about expanding wheat and flour markets. The study was recommended by the Grain Advisory Committee to the Research and Marketing Administration, which financed the survey. Similar studies of other export markets are planned, it was revealed at the meeting, the next scheduled for Latin America.

Mr. Baehr said that the commission was impressed by one fac-

R. A. Barackman

H. K. Parker

AACC PRESIDENT-ELECT CANDIDATES—R. A. Barackman, Victor Chemical Works, Chicago Heights, Ill., and Dr. H. K. Parker, Wallace & Tiernan Co., Inc., Newark, N.J., have been nominated as candidates for the position of president-elect of the American Association of Cereal Chemists. Ballots have been mailed to all members of AACC and the results of the election will be announced at the association's annual meeting to be held May 15-19 at Hotel Sheraton, Chicago. Dr. F. C. Hildebrand, General Mills, Inc., Minneapolis, currently is president of AACC. He will be succeeded by Dr. J. A. Shellenberger, head of the department of milling industry, Kansas State College, Manhattan, who currently is president-elect of the organization.

for which is more or less common in all areas but the Philippines—flour is out of condition or overaged. It was impossible, he said, to determine the relative effects of possibly poor inventory practices by importers and long ocean transport under normal business conditions.

In general, he continued, the survey group expects that commercial enterprise for profit will establish such practices as will maintain and expand the flour business.

It was noted that most of the importation and distribution of flour are at present in the hands of government agencies.

He indicated also that government regulation could be blamed for some of the objections to the quality of the flour milled in the area. In Japan, for example, where the extraction rate is fixed at 85%, milling technicians take the attitude that efforts to improve quality would be largely lost on this type of grind and therefore do little to improve the product.

Substandard flour, whether the mishandled imported product or flour poorly milled in the Far East, of course, is no stimulus to consumer demand.

However, Mr. Baehr concluded, past expansion of flour and baked goods consumption in the Far East does not indicate extreme objection to such products. It could improve again, he said, if products the consumers want are available.

(The text of Mr. Baehr's report appears on page 24.)

The fact that there are definite opportunities for expanded wheat and flour markets in the Far East was stressed by Mr. Bell. Boosting U.S. exports depends on easing of monetary troubles, removing import quotas, promoting political stability in the Far East, exchange of information, interchange of technical workers, and, primarily, making it possible for U.S. exporters to meet the price competition of other wheat exporting nations.

Private Trade to Handle German Soybean Buying

WASHINGTON — Procurement of soybeans for Germany was turned back to private trade last week by the Economic Cooperation Administration. The Department of Agriculture previously had bought two cargoes of beans for Germany under an original procurement authorization issued by ECA early in February for 2.5 million bushels of beans, amounting to $5,750,000. This authorization was suspended pending a study of internal conditions in Germany and the prospect of obtaining suppliers from other non-dollar areas.

The recently announced procurement authorizations for Germany already covered by USDA, together with the recent authorization to be handled by the private trade, are merely piece-meal restatements of the earlier procurement authorization. ECA officials emphasize that they do not intend to expand German soybean procurement beyond the requirements as originally stated in February.

ECA and USDA officials are, in fact, disturbed by the sharp price advances in beans and are studying methods by which this price advance can be halted. One device would be the diversion of oilseed requirements to offshore procurements of copra from the Philippines for Norway and Austria where crushing facilities are relatively inefficient when beans are used.

The steam in the bullish soybean boiler is building up, despite the best efforts of government officials.

Denmark is making inquiries through its own trade sources for 15,000 tons of soybeans and it is likely that the request will be approved after it clears ECA channels.

Denmark has top priority on oilseed materials since swine producers there ordinarily feed a large percentage of oilseed meal in their hog-fattening rations. There is a slight possibility that the Danes may switch their procurement requirements to cottonseed oil meal from USDA stocks in the Southwest when the impact of the crushing activities builds up substantial stocks.

Not only does the potential of Danish soybean procurement stand behind the market but an additional cargo of soybeans for Germany will be issued shortly by ECA, making the second cargo of beans for this area to be handled by private trade.

Price Supports Withdrawn from Turkeys, Poultry

WASHINGTON — Price support protection has been withdrawn from the 1950 turkey and poultry crops. The decision was made last week by U.S. Department of Agriculture officials after a study of the turkey crop outlook.

Government officials declared that indicated reduction in the turkey crop this year removes need for the government program.

Feed trade reaction was mixed. One responsible industry leader deplored the delay of the government in taking this step. This person asserted that chaotic conditions will prevail at the hatchery level for the next few weeks. Large numbers of eggs have been reported in incubators for May delivery. Large cancellations may be expected from the weaker producers who have been relying heavily on anticipated financing of feed costs by the feed manufacturers.

However, once the adjustment flurry has passed, the turkey industry will be in a stronger overall position, this industry spokesman declared. Marginal producers will be compelled to bring their production into line with demand and merchandising ability, while the better established operators will have better profit prospects during the marketing season later this year.

Limited trade opinion here is that the net effect on the feed industry will in the long run be beneficial since the action will halt a trend to over-expansion of turkey production with the possible reaction which would follow.

ELEVATOR PLANNED

LOUISVILLE—The Farm Service Cooperative will spend $130,000 to construct a 250,000-bu. grain elevator at Henderson, Ky. The elevator will have a capacity of 100,000 bu. permanent storage and the Commodity Credit Corp. will have individual units for storage of additional grain.

Howard W. Files Elected Head of Millers National Federation

CHICAGO—Howard W. Files, vice president of Pillsbury Mills, Inc., Minneapolis, has been elected 1950-51 president of the Millers National Federation.

The announcement was made at federation headquarters in Chicago following the close of balloting last week. Mr. Files will succeed John L. Locke, Fisher Flouring Mills Co., Seattle, in installation ceremonies at the millers' "Mid-Century" convention, May 15-17, at the Edgewater Beach Hotel, Chicago. Mr. Locke will continue as a federation director for two years, as provided by organization by-laws.

Other millers elected to the board of directors for the term starting in May include:

District 1—L. O. Bracy, Amendt Milling Co., Monroe, Mich.; J. S. Green, Williams Bros. Co., Kent, Ohio; W. K. Harlacher, Wheatena Corp., Highspire, Pa.; Howard S. Holmes, Chelsea Milling Co., Chelsea, Mich.; I. E. Woodard, Acme Evans Co., Indianapolis; Howard L. Woods, Woods & Sprague Milling Co., Albion, N.Y.

District 2—M. A. Briggs, Austin Heaton Co., Durham, N.C.; C. A. Carter, Randolph Milling Co., Ava, Ill.; E. J. Heseman, Igleheart division, General Foods Corp., Evansville, Ind.; Al V. Imbs, J. F. Imbs Milling Co., St. Louis; Rogers C. B. Morton, Ballard & Ballard Co., Inc., Louisville; Frank A. Yost, Hopkinsville Milling Co., Hopkinsville, Ky.

District 3—W. P. Bomar, Bewley Mills, Fort Worth; Henry H. Cate, Flour Mills of America, Inc., Kansas City; R. S. Dickinson, Nebraska Consolidated Mills Co., Omaha; Leslie A. Ford, Shawnee Milling Co., Shawnee, Okla.; C. N. Hiebert, Buhler Mill & Elevator Co., Buhler, Kansas; Ward Magill, Kansas Milling Co., Wichita; J. C. Mitchell, Tex-O-Kan Flour Mills Co., Dallas; L. S. Myers, Rodney Milling Co., Kansas City; R. C. Sowden, New Era Milling Co., Arkansas City, Kansas; John J. Vanier, Western Star Mill Co., Salina, Kansas.

Howard W. Files

District 4—Ben J. Greer, Globe Mills (Pillsbury), Los Angeles; Fred W. Lake, Colorado Milling & Elevator Co., Denver; Moritz Milburn, Centennial Flouring Mills Co., Seattle; Phil I. Welk, Preston Shaffer Milling Co., Walla Walla, Wash.

District 5—Fred M. Atkinson, Atkinson Milling Co., Minneapolis; J. C. Beaven, Standard Milling Co., Chicago; E. D. English, Commander-Larabee Milling Co., Minneapolis; V. C. Hathaway, Quaker Oats Co., Chicago; Charles R. Hoyt, Tennant & Hoyt Co., Lake City, Minn.; G. S. Kennedy, General Mills, Inc., Minneapolis; Henry E. Kuehn, King Midas Flour Mills, Minneapolis; M. F. Mulroy, Russell-Miller Milling Co., Minneapolis; C. A. Quarnberg, Tri-State Milling Co., Rapid City, S. D., and Charles Ritz, International Milling Co., Minneapolis.

Formation of National Association Planned by U.S. Wheat Producers

KANSAS CITY—Formation of the National Wheat Growers Assn., an association with the purpose of promoting the best interests of wheat farmers, will take place in Kansas City April 21-22.

Rep. Clifford R. Hope (R., Kansas), ranking Republican member of the House Agricultural Committee, will be the keynote speaker. Rep. William R. Poage (D., Texas), also has been asked to appear on the program.

Herbert W. Clutter, Holcomb, Kansas, wheat producer and acting president of the group, said that the organization's basic functions will be to improve wheat marketing methods, increase wheat outlets, work out storage problems and to study new varieties.

Protection of the interests of wheat farmers in establishing acreage controls on the new crop is one of the first objectives of the organization. In the past such work has been undertaken by individual state associations but it is believed by the organizers of the new association that a more effective campaign can be conducted by a national group.

Several pre-convention meetings have been held. Delegates from 10 southwestern and western states met in Denver early this year and laid the groundwork for formation of the new association. A constitution was prepared by a steering committee which met in Omaha March 1-2.

Organizers of the association state that 18 states will be represented at the Kansas City meeting this week. Approval of the constitution and by-laws will be an important function of the convention.

"Wheat producers want to set up machinery so they can work out their own problems in relation to the national economy," Mr. Clutter said. "Modification of government controls over our business is a prime objective."

FUTURES TRADING

CHICAGO — The market report committee of the Chicago Board of Trade has authorized trading in March, 1951, wheat futures, effective May 1, 1950.

Manpower Development Stressed at Southern Bakers' Convention

ST. PETERSBURG—Southern bakers and allied tradesmen, gathered at the Vinoy Park Hotel here for the 36th annual convention of the Southern Bakers Assn. April 12-14, were told of the importance of "manpower development" in the keynote address delivered at the opening business session April 13.

A. R. Fleischmann, Standard Brands, Inc., New York, who delivered the address, was introduced by William M. Wolfarth, Cushman Baking Co., Miami, mayor of Miami.

Mr. Fleischmann, talking on the subject "Onward with People," stressed the importance of the utilization of the "latent or hidden energies and abilities that every individual possesses." He pointed out the need for better training programs for plant foremen, superintendents and the salesmen.

"Manpower development has become the No. 1 responsibility of top management," he said, "and American management is proving itself to be worthy of this responsibility."

Mr. Fleischmann discussed methods being used to achieve manpower development in American industry today.

"Some of these operations," he reported, "are (1) selection and development; (2) induction and orientation, which is personnel jargon for breaking the ice for new employees; (3) basic training for new employees; (4) how to instruct; (5) how to conduct a conference-type meeting and (5) product training."

He cited the need for the selection and training of successful salesmen as an insurance in meeting increasing sales resistance.

"Salesmanship is vital to our economy," he pointed out. "I believe we have a job to do in selling the salesmen on themselves. Faith in selling must be restored. Salesmen should be taught that the most successful selling is helpful selling."

The job of manpower development offers inspiring rewards, he said, pointing out that maximum development of manpower can be "this nation's greatest asset because those who wish to copy it must change their entire way of life" to the democratic way of life.

The second speaker on the program of the first business session of the convention was Ed H. Cherry, assistant manager of the southeastern division of the U.S. Chamber of Commerce, Atlanta. He was introduced by W. E. Tompkins, American Bakeries Co., Atlanta.

"Controlism" Hit

Speaking on "Current Controlism and Trends for Tomorrow," Mr. Cherry cited the trend toward statism in the federal government of the U.S. He stated his belief that the individual should be responsible for his own welfare and that government should be supported by the people, rather than the other way around.

He urged that groups and communities subordinate their short-range interests to the long-range interests of the country as a whole. As an example of socialistic measures now before Congress, Mr. Cherry singled out the proposal to set up nine regional river valley authorities similar to the Tennessee Valley Authority. These would be run, he said, by 27 political appointees of the president, "who could thus control the economic life of the country."

"We didn't want to go all the way to socialism when we set up the TVA," he declared. "The people of the Tennessee Valley merely wanted a yardstick to apply to private utilities. But socialism is like pregnancy. You can't have a little of it very long."

Mr. Cherry reviewed seven basic issues, all "threats to our individual freedom," now pending before Congress: The Brannan Plan, general federal aid to education, labor-management law revision, housing legislation, the plan to establish nine river valley authorities, compulsory health insurance and the issue of reduced spending versus deficit spending and higher taxes.

"Our controlists believe they can spend your money better than you can spend it yourselves," he said. "Eventually you are the ones who will have to pay the bill."

He called for a halt to the trend toward "controlism" and urged his listeners to spend one hour a day in the fight to maintain individual freedom.

W. E. Long Speaks

W. E. Long, W. E. Long Co., Chicago, was the featured speaker at the second business session of the convention the morning of April 14. He was introduced by Cesar Medina, Holsum Bakers, Inc., Tampa, Fla.

Speaking on "The First Fifty Years Are the Toughest," Mr. Long reviewed the progress the baking industry has made in the past half-century. He credited the tremendous growth in the industry to the service the industry has performed for the housewife.

"We have gone forward in most rapid strides as our concept of service to the consumer has expanded," he said. "We had first to gain her confidence in the cleanliness and purity of our product."

He then cited the work done to improve the quality and flavor of bakers' bread.

"The next great move which tended to further enlist the housewife's interest was wrapped bread," he continued, "with an aggressively-planned advertising campaign to dispel the idea in her mind that frequent handling of the baked loaf carried the thought of contamination. Wrapped bread met with immediate acceptance across the country.

"Fortifying our products with vitamins took the food faddist and pseudo-nutritionist, who were discrediting bakers' bread, off our necks. We stopped their criticism for lack of nutrition in our products.

"The next great advance in service to the consumer was sliced bread."

Turning his attention to the potential possibilities for further development of the baking industry, Mr. Long pointed out that "we must keep our minds geared to the problem of finding new ways of attracting the consumers' interest by such changes in procedure and in products as will bring bread out of the status of a lowly item of diet and exalt it as a food of high nutritional value."

Housewife Likes Change

"The housewife likes change," he said. "She craves that which is new. She is built up to an expectancy of that which is new. We must contrive somehow to give bread more eye appeal, more allurement in dress and style, more novelty in assortment, and induce her to serve more than one type of bread at each meal."

Mr. Long cited surveys which, he said, clearly indicate that there are new frontiers of opportunity for bakers "if they do some thinking on ways and means to evolve new ideas and put them to work."

"We have grown tremendously these past 50 years because we did all the necessary things to gain the houswife's confidence in our product. We won by the sheer force of merit, and if we are to maintain what we have gained and attain new heights of demand, we must merit that gain by some new form of service. An industry, like an individual, must deserve more to gain more, and it is imperative now, more than ever, since such huge investments in plants and facilities must be safeguarded by aggressive exploitation of every potential possibility. The industry needs another new volume-producing idea, some innovation such as will induce a greater consumption of its products."

The baking industry is better fitted for expansion than it has been at any period in its history, he said.

"We have made great advances in technical, mechanical and managerial understanding," he pointed out. "We are now ready for a better selling job."

Executive Session Held

Following Mr. Long's address the meeting was turned over to the bakers' executive session for the announcement of election of officers and governors and the passage of resolutions, including one objecting to the

(Continued on page 11)

COVERAGE OF SBA CONVENTION

Coverage of the 36th annual convention of the Southern Bakers Assn. was handled by the following staff members of The Northwestern Miller: Robert T. Beatty, Winter Park, Fla., and Wilfred E. Lingren, Minneapolis, Minn.

EARLE COLBY ELECTED SBA PRESIDENT

ST. PETERSBURG—Earle P. Colby, Ambrosia Cake Bakeries, Inc., Jacksonville, Fla., was elected president of the Southern Bakers Assn., at the 36th annual convention of the group here April 12-14. He replaces O. C. Jones, Jones Bros. Bakery, Greensboro, N.C., who was named vice president and chairman of the board of governors. E. P. Cline, Atlanta, was reappointed to serve as secretary-treasurer of the association.

S. FRED BROWN HEADS SOUTHERN ALLIEDS

ST. PETERSBURG — S. Fred Brown, Jr., S. Fred Brown & Co., Atlanta, was elected president of the Southern Bakers Allied Assn. at the annual meeting of the group held April 13 during the 36th annual convention of the Southern Bakers Assn. here. J. Frank Rees, Brown-Rogers-Dixon Co., Atlanta, was named vice president and A. W. Reuvers, General Mills, Inc., Atlanta, was elected secretary-treasurer.

Government Buys Rye, No Other Grain During Week

WASHINGTON—Government procurement of rye at Minneapolis featured its activity in the grain markets for the week of April 10-14, during the same period when important government officials reported that Germany was offering a cargo of rye for export.

It was also during this period that the Economic Cooperation Administration had authorized Portugal to buy approximately one cargo of rye to meet its domestic requirements. Trade sources disclose that Portugal may have difficulty in obtaining rye to meet its requirements.

The absence of the Commodity Credit Corp. in the wheat market in the Pacific Northwest may be ominous, indicating the U.S. Army in Japan may be seeking other sources for wheat. Failure of CCC to continue to obtain wheat to meet its program of 4 million bushels monthly indicates, according to observers here, that the agency is reducing its stocks to meet army demand in Japan, but at the same time it indicates that there may not be any life to the report that a substantial movement of wheat to Japan later this year may boost the U.S. export total to over 325 million bushels.

The CCC statement of grain procurement for the period from July 1, 1949, through April 14, 1950, follows (in bushels):

	Purchases Week of April 10-14	Purchases July-April 14
Wheat	......	51,927,183
Wheat flour (wheat equivalent)	......	8,148,973
Grain sorghum	......	1,451,115
Rye	211,241	3,733,243
Rye flour (rye equivalent)	......	182,678
Corn	......	41,500
Barley	......	2,281,969
Totals	211,241	64,825,764

Wheat Pact Sales to Territories

The following table lists the territories eligible to receive commercial export of the U.S. wheat and wheat flour under the Wheat Agreement, including the territorial quotas, purchases and the balance, as of March 31:

In Metric Tons—Wheat Equivalent

Territory	Quota for crop year	Purchases	Balance
Belgium—			
Belgian Congo	16,555.00	9,188.83	7,176.17
Netherlands—			
Indonesia	75,000.00	30,295.19	44,704.81
Surinam	1,000.00	6,222.47	*
I. Islands	8,105.00	9,282.23	*
Portugal—			
Angola (Port. West Africa)	9,000.00	7,233.26	1,766.74
Mozambique (Port. East Africa)	9,000.00	7,875.97	1,124.03
Other Colonies	10,000.00	8,587.54	*1,412.46
U.K.—			
Bahamas	6,614.00	5,746.76	867.24
Barbados	8,484.00	8,853.72	*
Bermuda	3,378.00	2,278.15	1,099.85
Jamaica	52,916.00	46,236.02	6,679.98
Trinidad	47,827.00	39,861.76	7,765.24
Br. Guiana	19,842.00	14,158.28	5,784.72
Br. Honduras	4,951.00	4,986.17	*
Dominica	1,897.99	1,524.64	373.36
Grenada	3,494.00	2,173.03	1,319.97
Leeward Isles	3,968.00	6,423.72	1,564.28
St. Lucia	2,621.00	2,511.79	109.21
St. Vincent	2,510.00	1,948.73	580.27
Gambia	1,058.00	1,078.34	*
Gold Coast	21,164.00	18,148.79	3,015.21
Nigeria	7,937.00	8,109.84	*
Sierra Leone	3,351.00	2,408.77	578.23
St. Helena	569.00	141.00	428.00
Rhodesia	23,972.00	22,210.30	761.70
Fiji	17,832.90	11,891.23	6,041.77
Gilbert and Ellice Islands	558.40	148.66	235.34
New Hebrides	995.00	507.11	487.89
Br. Solomon Islands	163.08	236.48	*
Tonga	1,270.00	1,073.89	196.11
Foreign Gulf (A.E.F.)	25,909.05	9,144.65	16,764.40
Swaziland	686.50	......	686.50
Zanzibar	487.00	......	487.00

*Council has advised fulfilment of this quota.

Interest in More-Flour Bread Reported Spreading

KANSAS CITY — The more-flour bread, which originated with a group of western Kansas businessmen as a wheat surplus control measure, is gradually spreading among bakers in the Southwest and has reached cities as far away as Denver and Detroit.

While only a small percentage of the bread being produced is the more-flour type, numerous bakers have begun to offer the new loaf that has received so much publicity. Some are plugging it as a special type of "health" bread, at the relatively high price levels generally accorded specialty breads. Others are simply offering it as part of the regular line with no extra charge. Originally the loaf sold for 5¢ more when it was first put on the market by a Kinsley (Kansas) bakery.

A few of the bakers making the loaf are putting an extensive advertising campaign behind it, using newspaper and radio advertising.

Not many of the breads being offered follow exactly the original formula. Some bakers have been adding wheat germ to the formula. Others have added some whole wheat flour. Bakers who have been experimenting with the more-flour loaf also have worked methods of overcoming some of the production problems it presents to the wholesale operator, according to reports.

—BREAD IS THE STAFF OF LIFE—

NORTHWEST FEED GROUP HEARS PILLSBURY OFFICIAL

MINNEAPOLIS — Economic facts, if presented in the right way, are the best sales tools a feed manufacturer has, C. Dean McNeal, director of business analysis for Pillsbury Mills, Inc., told members of the Northwest Feed Manufacturers Assn. at their meeting April 10 at the Radisson Hotel.

Mr. McNeal displayed a number of charts showing production trends, population estimates, market data and price support information and showed how these facts could be adapted to the feed man's sales arguments.

"Buyers want facts above all else," Mr. McNeal said. "They want to be able to get them quickly and be kept up to date at all times."

DEATHS

Edward O. Kolb, 74, retired executive of the Kolb Bakeries, predecessor of the General Baking Co., died April 12 at his home in Philadelphia.

A. D. Creech, 53, manager, Great Bend (Kansas) Milling Co., died April 10 following a heart attack. He had been connected with subsidiary mills of the Flour Mills of America, Inc., Kansas City, for 30 years. Before coming to Great Bend he managed mills at Pratt and Enterprise.

Greenbug Invasion in Southwest Termed Largest of Recent History

WASHINGTON—One of the greatest greenbug outbreaks in modern agricultural history of the country is now occurring in Texas, Oklahoma, New Mexico and Kansas, the U.S. Department of Agriculture said last week. The amount of damage already done by this one insect pest cannot be estimated accurately.

South of Kansas, insect parasites and predators of the greenbugs are becoming sufficiently abundant to save small grain acreage from additional destruction. It will be too late within a few days or weeks for insecticidal treatment to be of any benefit in that area.

Whether Nebraska, the Dakotas, Minnesota and other northern areas will be affected later this spring cannot be foretold at this time, the Bureau of Entomology and Plant Quarantine said. It depends on weather and beneficial insect parasites and predators.

Damage Not Measured

In Texas, exact acreage of oats, barley, wheat and rye destroyed by greenbugs so far this spring is not available. Reports indicate that losses have been severe in portions of many fields. In the north central section of the state, 10 to 15% of the infested acreage already has been sprayed with insecticides, mostly from airplanes. Parathion and tetraethyl pyrophosphate sprays have been used in about equal amounts. In the panhandle section where drouth conditions are severe, much less acreage has been treated.

In Oklahoma, 100 airplanes have sprayed parathion on approximately 200,000 acres for greenbug control. Farmers and contract operators have sprayed approximately the same acreage with ground equipment. When these spray applications were properly applied before the grain plants were seriously damaged, results were entirely satisfactory.

Infestation General

Greenbug infestations are now general in the southern half of Kansas and extend into southeastern Colorado. If weather continues cool and dry in that area, the entomologists say, most of the small grain acreage there will need insecticide treatments within the next week or two. The situation in Kansas is complicated by a general heavy infestation of brown grain mites and localized outbreaks of army cutworms. These pests are also destroying grain plants already weakened by greenbugs. Parathion is effective against mite infestations as well as greenbugs.

So far in Oklahoma, 100,000 lb. of parathion have been used to control greenbugs. Very few persons have been reported ill from parathion poisoning, although the handling of this highly poisonous and extremely dangerous insecticide has not been entirely without incident. It was found in all instances checked that persons affected by parathion failed to carry out safety rules, established for the safe handling of this insecticide.

The Bureau of Entomology and Plant Quarantine emphasized the fact that farmers and others handling parathion should know thoroughly all the safety rules and follow them rigidly in using this dangerous insecticide.

RAINS HELP CROP IN S.W. AS INSECT DAMAGE SPREADS

Precipitation Concentrated in Panhandle of Texas and Oklahoma, Kansas; Deterioration Checked, But Some Losses Termed Irreparable

Beneficial rains fell in sections of the Southwest where the wheat crop has been in dire need of moisture, but at the same time greenbugs, the scourge of the plains this year, have moved northward, causing damage in fields as far north as southern counties of Nebraska. The spread of insect damage into new areas more than counteracted the week end moisture. (See story elsewhere on this page.)

The heaviest precipitation was concentrated in the Panhandle areas of Texas and Oklahoma and in southwestern Kansas. Moisture counts included 3.08 in. at Fort Worth, 2.58 at Wichita Falls, .47 at Amarillo, 1.01 at Childress, .52 at Hereford, 2 at Woodward, Okla., 1.04 at Guyman, and 2 at Liberal. Lighter amounts were received in other sections of Kansas, Oklahoma and Texas.

While good rains were reported in the dry areas of the Southwest and deterioration has been checked, reports indicate that the damage already suffered by the wheat plants is irreparable over much of the acreage, James E. Bennett & Co., said April 18. Greenbugs are reported doing damage as far north as the Nebraska line.

The Chicago Journal of Commerce said that the rains unquestionably will be of some benefit, but just how much will continue to be basis for argument, at least until the U.S. Department of Agriculture makes the next survey.

The moisture will help more in sections where there are fairly good crop prospects than in the Panhandle districts of Texas and Oklahoma, where wheat is pronounced a failure. It seems that insect damage to Kansas wheat is greater than was generally supposed.

Soil blowing in the Southwest up to April 13 caused only minor damage generally, although local areas have experienced marked losses, the Cargill Crop Bulletin reports. High winds have prevented more than token spraying to control greenbugs, and results from spraying are varied because the winds aided rapid reinfestation, the bulletin points out.

Summaries of the most recent state-federal crop reports present this picture:

Kansas: With spring and winter precipitation amounting to only 50% of normal, severe damage to wheat has developed, particularly in southwestern and central counties due to drouth and cold weather. Many fields appear entirely dead, although the crowns show some life which might be revived if moisture is received soon. Soil blowing has caused damage in central areas, and a considerable acreage is vulnerable to additional soil drifting.

In southern counties insects, including greenbugs, cut worms and brown wheat mites are adding to the damage and threaten greater losses if conditions continue favorable for their reproduction.

The most severe damage to the crop has occurred in the area extending southwestward from Dickinson County and widening to include most counties in the southwest district. Present prospects are for light yields in southwestern counties, fair yields in central Kansas, and a generally good crop in northwestern and eastern areas. However, if dry conditions continue through April additional deterioration will occur.

Oklahoma: A marked decline in condition occurred during March and April due to damage from greenbugs, wheat mite and dry weather. It has been the worst infestation by greenbugs on record. Heaviest abandonment caused by greenbugs is in the southwestern area including Jackson, Tillman and Cotton counties and in the west central area including Caddo, Blaine and Kingfisher counties. Red spider has caused heavy damage in the northwestern area, especially in panhandle counties. April 1 condition was 56% of normal, which is the lowest in recent years excepting 1933 and 1940. Dry weather since that date has caused further deterioration.

Texas: Wheat prospects were particularly poor over most of the High Plains area where winter and spring rain has been much deficient and infestation of greenbugs and other insects has been unusually heavy. Stands are generally good, but plants remain dormant and roots are in weakened condition. In other wheat areas winter rains were more plentiful and the crop has made fair progress. Many fields in these areas have been severely damaged by greenbugs, however, and surface moisture is being rapidly dissipated.

Meanwhile, cold, wet weather has delayed planting of spring grains and other spring work over most of the country east of the Rocky Mountains, the Cargill Crop Bulletin reports. Montana's winter wheat overwintered in good condition, and with precipitation general over the northern states last week, prospects are good to very good, Cargill adds.

The Occident Elevator Division of Russell-Miller Milling Co., reported April 18 that temperatures over its territory showed marked improvement late last week, with remaining snow disappearing rapidly.

While the season is late, the report comments, it is having the advantage of slow snow melting which has allowed the moisture to seep into the ground. Conditions should be ideal for putting the crop in and getting it started, the report adds.

SEEDING DELAYED IN CANADA

WINNIPEG — Western Canada is faced with a late spring and over most of the prairies the ground is still frozen hard. Considerable snow is still to be found, particularly in the northern areas. While one or two isolated reports of seeding have come in from southern Alberta, it is not expected, even with ideal weather conditions, that farmers will be on the land in the southern parts of the three prairie provinces, for another ten days.

FLOUR SALES SHOW SLIGHT INCREASE ON CROP REPORT

Report of Damage to Winter Wheat Stirs Only Moderate Buying Interest; Buyers Continue to Limit Bookings to Nearby

Only a slight expansion in flour sales is reported this week, largely because the adverse winter wheat crop report encouraged some bakers to place a few orders. However, the buying was short-lived, and sales at principal producing centers were only moderately better than in the previous week. The reluctance of buyers to make new commitments appears more pronounced day by day, and as a result mill backlogs of orders are at extremely low levels. Mill running schedules have been trimmed at many plants, and prospects are for further reductions unless some unforeseen development should change the sales picture in the next few weeks. Meanwhile, a strong millfeed market contributed to lower flour price quotations.

EXPORT BUSINESS STILL CURTAILED

Export trade again was very limited. Interest is almost totally lacking, with most nations participating in the International Wheat Agreement having fulfilled or nearly fulfilled their crop year import quotas. Mills in the Southwest, which have been getting the bulk of export business, moved only about 10% of their last week's limited production in export channels. Spring wheat flour exports also are at a near standstill.

SOUTHWESTERN SALES SHOW SLIGHT GAIN

Flour sales in the Southwest showed a slight gain last week, the result of a brief buying flurry which followed release of the government's crop report which showed prospects for a reduction in the outlook for hard winter wheat. Sales averaged 56% of capacity, compared with 53% the previous week and 41% a year ago.

During the latter part of the week bakery flour sales subsided, and even chain bakers who were in the market refused to accept more than a few thousand sacks for each source. The low unfilled order balances of mills were not improved, and operating schedules have been cut at many plants. The drying up of export demand also has contributed to the slack business situation in the Southwest.

SPRING MILLS' VOLUME ABOVE PREVIOUS WEEK

Sales by spring wheat mills were higher last week but still averaged below 50% of capacity. Based on a five-day week, sales averaged 41% of capacity, compared with 24.7% the previous week and 52% in the corresponding week of 1949 (the latter based on a six-day week). Slightly easier price quotations, made possible by a strong millfeed market, failed to stimulate demand to any extent. Buyers showed no interest in other than small, nearby commitments. One fairly large sale to an eastern chain was reported. Family flour business is no better, with sales smaller than the previous week and directions also off. On the whole, operations and shipments showed slight improvement for the week, but the outlook for maintaining present running schedules appears uncertain. The backlog of orders on mill books is at the lowest point of the crop year.

LIMITED BOOKINGS MADE IN EAST

Flour sales were limited to small bookings for nearby shipment in the metropolitan New York area. Main buying interest was shown by jobbers and medium-sized baking establishments. However, stocks of flour were not reduced over the Easter holiday as much as had been expected, and replacement buying was not large. One or two round lots of soft wheat flours were sold.

Another dull week of flour sales was reported from Boston. Advances, then reductions, in flour prices both failed to stimulate buying interest to any extent. In general, buyers did not take the government report of crop damage in the Southwest seriously.

About the only flour changing hands at Philadelphia is that needed by small baking establishments to maintain production schedules. Orders specify quick delivery. Mill representatives expect that this type of buying may expand as more concerns clean up their inventories, but at the same time they feel that buyers will likely continue to resist anything but nearby commitments.

BUSINESS QUIET IN CENTRAL STATES

At Chicago, the flour market continued quiet. Sales were in single carlots and occasionally two carlot orders were placed. Mills have further reduced running schedules. Family flour trade also was dull, with sales spotty and confined to small quantities. Directions were fair to good. New sales and shipping directions were only fair at St. Louis, although mills report that demand for clears has been heavy. Elsewhere in the central states, more interest was shown but sales failed to expand.

REPLACEMENT SALES REPORTED IN SOUTH

Somewhat better sales were made at New Orleans last week, mainly for replacement for the rest of the month. Interest was heaviest for hard winters, with some sales reported at slight price reductions. Some bookings of springs were made through May. Business in soft winters was especially quiet as large users refrained from replacement buying. Shipping directions were slow and stocks on hand declined slightly.

BOOKINGS SLOW IN PACIFIC N.W.

At Seattle business remains on a hand-to-mouth basis, with competition keen. It is expected that some Philippine sales may develop within the next 60 days because purchasers there have not been able to restock with supplies from Canada. Otherwise, the export picture remains gloomy. A slight improvement in export workings was reported from Portland, where a few sales were made to the Philippines and the Netherlands East Indies. However, business with the Philippines is still handicapped with licensing, quotas and money difficulties. Domestic bookings are seasonally slow, consisting of small fill-in lots for nearby.

FLOUR PRODUCTION SHOWS SLIGHT DECREASE

Flour production shows a decrease of 18,000 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 72.2% of the total flour production in the U.S. during November, the latest month for which census figures are available, amounting to 2,929,785 sacks compared with 2,947,580 in the previous week and 2,891,455 in the corresponding week of a year ago. Two years ago the figure was 3,453,370 and three years ago 3,966,234 sacks. There was an increase of 22,000 sacks in the flour production of the Northwest and 5,000 in the North Pacific Coast while there was a decrease of 41,000 sacks in the Southwest, 1,000 in Buffalo and 2,000 in the Central and Southeast.

Detailed reports of sales activity in the principal flour markets in the U.S. will be found on page 40.

Semolina Sales Continue Slow as Macaroni Business Declines

Sales of semolina and durum granulars are reported very slow, reflecting reduced operations of macaroni and noodle manufacturers. Buying last week was confined to replacement lots by a few manufacturers, who are now experiencing a seasonal slowdown in their operations. Operations of durum mills also reflect this seasonal pattern.

Receipts of durum wheat at Minneapolis have declined somewhat, matching the reduced demand. Prices have been maintained at about steady levels, ranging to around $2.33 for top quality wheat. The premium basis for fancy milling wheat declined to 6¢ over the May future early this week.

Quotations on standard semolina April 17 were $5.65@5.75 sack, bulk Minneapolis, down 5¢ from a week earlier. A strong millfeed market contributed to the price reductions.

Operations of durum mills declined to 57% of capacity last week, down from the previous week but slightly higher than a year ago.

Durum wheat prices delivered at Minneapolis, April 15, were as follows:

Fancy 1 HA Amb. or better	[illegible]
Choice 1 Amber or better	[illegible]
Choice 2 Amber or better	[illegible]
Medium 1 Durum or better	[illegible]
Medium 2 Durum or better	[illegible]

DURUM PRODUCTS OUTPUT

[illegible]

	No. mills	6-day wk. capacity	Wkly. production	% of capacity
April 9-15	[illegible]	[illegible]	[illegible]	57
Prev. week	[illegible]	[illegible]	*[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]	[illegible]

	Crop year production
July 1, 1949-April 15, 1950	[illegible]
July 1, 1948-April 16, 1949	[illegible]

*Revised.

MILLFEED MARKETS REACH NEW PEAKS

All Types Quoted Above $50 Ton; Grasshopper Bait Buying Anticipated

Millfeed markets continue strong, and prices are quoted higher again this week. All types are now selling well above $50 ton, the highest level of the crop year. Demand is brisk and production is lagging. Additional stimulus to prices was received in reports that the government may be in the market for bran to use in grasshopper bait in the Southwest.

Formula feed sales continued to improve in the Northwest. Chicken feeds continue to lead in sales, although some manufacturers reported a slight falling off in demand for starting feeds.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 218.8 as of April 12, up 2 points for the week. The feed grain index was 201.6, up 4 points.

Demand for dairy feed picked up, probably due to the delayed greening of pastures this spring. Hog feed sales showed a marked improvement for some concerns.

Some manufacturers expressed the view that a temporary slack period may be expected as a result of the U.S. Department of Agriculture's decision not to support turkey and poultry prices this year. Several said they expect the decision to be bearish on ingredient price levels and therefore are withholding commitments on new supplies for the time being.

Not too much apprehension was evident concerning the USDA's move, however, although it is believed hatcheries may get heavy cancellations of orders for May delivery of poults.

With the Easter holidays past, a better demand for southwestern formula feed products was resumed last week, and plants report sales of nearly all types of feed rather brisk. Chick feeds were in especially good demand and volume of purchases has increased materially. Other types of poultry feed, including growing rations and egg mashes, were in good demand. Hog feed business also was good.

A more favorable balance between feed costs and egg prices was reported. Meanwhile, manufacturers were faced with advancing costs of major ingredients, and formula prices were firm to slightly stronger as a result. Production at all plants was moving ahead in good volume and has in numerous instances involved overtime operations. Floor stocks at times were difficult to maintain, because dock business has been good.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 75% of the combined flour milling capacities of those areas amounted to 43,890 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 44,019 tons in the week previous and 43,199 tons in a similar period a year ago. Crop year production to date totals 2,070,366 tons as compared with 2,268,656 tons in the corresponding period a year ago.

Southwestern Crop Reports Still Dominate Market

Distant Futures Show Decline at Chicago, Kansas City; Minneapolis Gains Ground

Wheat prices average slightly lower this week, following a period of quick ups and downs. The futures markets remain extremely sensitive to weather news from the Southwest, where attention is focused on new crop developments. Except for Kansas City May, which gained ¼¢ during the past week, all futures at Kansas City and Chicago showed declines for the period, ranging ½¢ to 2½¢ on the various deliveries, the greatest amounts on the distant contracts. At Minneapolis, values advanced ⅝@1¾¢ as delayed seeding due to wet weather and the late arrival of warm temperatures influenced the market. Cash wheat advanced at Minneapolis but remained about steady at other markets.

Closing prices for wheat futures at leading markets April 17 were: Chicago — May $2.25@2.25⅛, July $2.06¼@2.06⅜, September $2.05⅜, December $2.08½; Minneapolis—May $2.06⅞, July $2.20, September $2.10⅜; Kansas City—May $2.23⅜, July $2.03¾, September $2.03⅜, December $2.04½.

Report Stirs Buying

The government's crop report last week showing a decline of 121 million bushels in winter wheat prospects touched off some active buying and boosted futures markets substantially. However, considerable long realizing followed the gains and quotations evened off. Fluctuations were frequent during the week on the basis of forecasts and reports of scattered precipitation, including rains in Texas where the sharpest deterioration in prospects had been reported. Also, there were reports that greenbug infestation had reached into northwestern Kansas. The U.S. Department of Agriculture last week said that the greenbug outbreak this year is the largest in modern agricultural history.

A subject of considerable speculation concerns whether or not the USDA will pay storage charges on 1950 crop wheat. Previously it had been reported that charges would not be paid, but recently it has been rumored that the department may yield to farmer pressure and make the payments. It is pointed out that failure to pay the charges would result in price support at less than 90% of parity. No official announcement of plans has been made, although the decision will be an important one in determining the actual support levels on the new crop.

Recent high prices have made it possible for farmers to redeem their loan wheat at a profit over the loan rate and charges, particularly in Oklahoma and Texas. How much more will be redeemed in the rest of the month will be watched closely, as farmers' options expire April 30.

Spring Receipts Light

Receipts of cash wheat remained light, with only 622 cars received at Minneapolis and 667 at Duluth. Elevator buyers continued to take the ordinary lots at unchanged premiums, but mill demand was somewhat slower and premiums on 13% protein and higher wheat were 1¢ lower. Ordinary No. 1 dark northern spring wheat was quoted at 2@5¢ over May, 12% protein dark northern spring was called 3@6¢ over, 13% protein 3@7¢, 14% 7@11¢, 15% protein 9@13¢ and 16% protein 12@17¢ over the May price. Average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.73% and the durum 13%.

The cash durum situation showed an easy tone. Mill buying was not at all aggressive since durum flour and semolina business was slow. Real top quality durum sold rather well, but intermediate and lower grade milling types were in extremely slow sale. No. 1 and 2 hard amber durum of fancy milling quality quoted 5@6¢ over the May price, No. 1 and 2 amber durum choice milling quality, May price to 5¢ over, No. 1- and 2 durum, medium milling quality, about 7¢ under to the May figure. No. 1 red durum nominally called 20¢ under May.

The following table shows the approximate range of cash spring wheat values at Minneapolis, April 15:

For Dry Sound Wheat

1 DNS or NS 58 lb.	[illegible]
11.00% Protein	[illegible]
12.00% Protein	[illegible]
13.00% Protein	[illegible]
14.00% Protein	[illegible]
15.00% Protein	[illegible]

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 53 lb.

Damage—1¢ each 1 to 5% over 2%

Cash Wheat Steady

Relative stability ruled the market for cash wheat in Kansas City last week. Demand was fair to good for the cash article. Buying by mills was not aggressive, for flour operations are only slightly better than halftime. Premiums for No. 1 dark and hard winter varieties declined only ½¢ during the week, while the basic May future closed ¼¢ stronger than a week previous. High mark on the May contract was April 11, when $2.25 was the closing price, but on April 16 the future closed at $2.23⅜. Ordinary and 12% protein premiums settled at 5½@7¢ over for the week, and 13% was 5½@8½¢ over.

The following table shows the approximate range of cash wheat prices at Kansas City, April 15, protein content considered:

No. 1 Dark and Hard	[illegible]
No. 2 Dark and Hard	[illegible]
No. 3 Dark and Hard	[illegible]
No. 4 Dark and Hard	[illegible]
No. 1 Red	[illegible]
No. 2 Red	[illegible]
No. 3 Red	[illegible]
No. 4 Red	[illegible]

At Fort Worth ordinary No. 1 hard winter wheat was reported selling April 17 at $2.48½@2.49½, delivered Texas common points, with no protein premium. Offerings are light, with demand fair.

CCC Out of Market

Wheat trading was dull in the Pacific Northwest last week, with the Commodity Credit Corp. still out of the market and other outlets narrow. One lot of 3,000 tons of hard red winter wheat was sold to Norway for last half of May shipment, and exporters indicate some more small business may follow. But they do not anticipate any large volume of exports the balance of the current season, as importing countries generally do not need the wheat or have filled their International Wheat Agreement quotas. Milling business continues very light, while feed manufacturers continue to use wheat sparingly.

Crop conditions are good, although growth is slower than usual due to the late spring and lack of sunshine. However, predictions are made that despite less acreage winter wheat output will be as large as a year ago. Spring sowings have been delayed in some areas, but seeding has been virtually completed in the large Big Bend producing section.

——BREAD IS THE STAFF OF LIFE——

BELL SCIENTIST TO SPEAK

MINNEAPOLIS—Dr. Paul S. Olmstead, Bell Telephone Laboratories, Murray Hill, N.J., will be guest speaker at the April meeting of the Minnesota section, American Society for Quality Control. The meeting will be held April 20 in Coffman Memorial Union, University of Minnesota, following a dinner and business meeting. Dr. Olmstead will lead a discussion on "The Detection of Assignable Causes in Research and Development."

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	April 9-15, 1950	*Previous week	April 10-16, 1949	April 11-17, 1948	April 13-19, 1947
Northwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Southwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Central and Southeast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
North Pacific Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Percentage of total U.S. output	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Revised.

	Percentage of capacity operated in 5-day week: April 9-15, 1950	Previous week	April 10-16, 1949	April 11-17, 1948	April 13-19, 1947	Crop year flour production July 1 to—: April 15, 1950	April 16, 1949
Northwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Southwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Central and S. E.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
No. Pacific Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SOUTHWEST

Kansas City

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

Wichita

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

Salina

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

[illegible] Representative Mills Outside of Kansas City, Wichita and Salina

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

NORTHWEST

Minneapolis

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

BUFFALO

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

*Revised.

Portland and Interior Oregon Mills

	5-day week capacity	Flour output	% activity
April 9-15	[illegible]	[illegible]	[illegible]
Previous week	[illegible]	[illegible]	[illegible]
Year ago	[illegible]	[illegible]	[illegible]
Two years ago	[illegible]	[illegible]	[illegible]
Five-year average			[illegible]
Ten-year average			[illegible]

MILLFEED OUTPUT

Production of millfeeds in tons for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction:

	Southwest*: Weekly production	Southwest*: Crop year to date	Northwest*: Weekly production	Northwest*: Crop year to date	Buffalo†: Weekly production	Buffalo†: Crop year to date	Combined**: Weekly production	Combined**: Crop yr. to date
April 9-15	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Previous week	[illegible]		[illegible]		[illegible]		[illegible]	
Two weeks ago	[illegible]		[illegible]		[illegible]		[illegible]	
1949	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1948	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1947	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1946††	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Five-yr. average	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Principal mills. **[illegible]% of total capacity. †All mills. ††[illegible]% extraction basis effective March 1 to Sept. 1, 1946 ([illegible] lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

Roger C. Slaughter Wins Acquittal on Government's Lobbying Charges

By JOHN CIFFERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON—Roger C. Slaughter, Kansas City attorney charged with violation of the federal Lobbying Act, was acquitted here April 17 by federal judge Alexander Holtzoff.

The action is a complete exoneration of Mr. Slaughter of charges preferred against him by the Department of Justice for failure to register as a lobbyist under provisions of the federal statutes.

Following the judge's action, Mr. Slaughter stated that charges against him were "false, fraudulent and politically inspired." The verdict, he said, was "one more chapter in a political fight" and that the government "knew that it never had a case" against him.

The Kansas City attorney, who had been employed by the major grain exchanges in the capacity of attorney, had consistently charged that the indictment of him by a federal grand jury for alleged violation of the lobbying law was an extension of a feud against him on an extension of administration.

(President Truman opposed Mr. Slaughter's candidacy for relection to Congress from the President's home district in the 1946 primary election. Mr. Slaughter was defeated in the Democratic primary and replaced in the 80th Congress by a Republican.)

The government was unable to submit the conclusive type of evidence that Judge Holtzoff demanded to support its contention and following brief summations for both sides, Judge Holtzoff ordered the acquittal of Mr. Slaughter.

Judge Holtzoff admonished the government attorneys that they must be prepared to submit strong and conclusive proof of violations of the Lobbying Act by Mr. Slaughter and declined to hear highly circumstantial records of allegations against the Kansas City lawyer.

Government's Case Collapses

The government's case collapsed during the testimony of Raymond J. Barnes, head of the North American Grain Exporters Assn., who had been subpoenaed by the government. Justice Department attorneys had summoned Mr. Barnes in an effort to prove that Mr. Slaughter had been engaged by that organization on a contingent fee basis which gave him a vested interest in the case.

Judge Holtzoff took a dim view of this aspect of the government's case and said that it must be prepared to submit direct evidence that Mr. Slaughter had actually influenced congressmen in their votes on legislation.

The jurist declined to accept the government charges that Mr. Slaughter had appeared on the House floor as evidence that he was lobbying. He said that the government must show more than circumstantial evidence to support its claims.

The government attorneys did not offer any direct and positive evidence to substantiate the case against Mr. Slaughter. Following the attorneys' statement that they would rest the case, Judge Holtzoff ordered Mr. Slaughter's acquittal.

Mr. Slaughter has consistently asked for a speedy trial or dismissal of the charges against him and the outcome of the case is construed as validation of his counter-charges of political persecution in addition to complete vindication since the government did not survive the opening round of the case.

The political manifestations of Mr. Slaughter's acquittal are wide. Reporters from important daily newspapers, on hand to report the trial, expressed contemptuous attitudes of the feeble showing of the government's case and asked why so badly supported a charge should have been brought to trial.

Prior to the opening of the trial, government officials had predicted that the government would require about three days' time to present its case against Mr. Slaughter.

Two facts stand out boldly as a result of Mr. Slaughter's insistence in forcing a showdown on this issue. First, it is complete and clear vindication of the defendant; second, it provides an issue for the Republican party which has been abused in charges that it sponsored an attempt to block the Commodity Credit Corp. in its campaign to provide grain storage facilities for farmers.

A third fact is that the outcome of the trial restores Mr. Slaughter to a position of prominence in the political arena, a point clearly noticed by such nonpartisan newspapers as the Washington Star, which bannered the Slaughter acquittal over all other news of the day.

Progress Is Indicated by Check of Long Range Flour Promotion

CHICAGO — What progress has been made in 18 months of consumer advertising by the Millers Long Range Program?

To answer this question, Howard W. Files of Pillsbury Mills, Inc., chairman of the program's research committee, has released the results of a 3-way check on the technical effectiveness of, and consumer reactions to, the advertising campaign. He saw "signs of progress" in three objective tests to measure the arousal, reaction and retention values of the advertisements.

The techniques used and the results obtained were approved by the mill market research directors serving as research advisers to the Files committee. Further analysis is being made for presentation of the findings at the Millers National Federation Convention May 15, 16 and 17 in Chicago.

The Test Ratings

Although the "arousal" test ranked a typical millers' advertisement "average" in effectiveness, in a series of seven ads, it had the greatest power to hold reader interest of any ad in the entire group.

The "reaction" test gave the millers a better-than-average score on the impact of the major illustration, and the highest mental impact rating of the five ads tested jointly in the series.

The "retention" test was made on a nation-wide sampling of American consumers, technically accepted as representative of the literate population. More than a third of the panel responded correctly when asked to identify the flags of 6-Way Nourishment, or complete the "Enriched Bread and Flour" theme.

Mr. Files summarized the test results with a word of caution. "It would be easy to become overly enthusiastic about this check on our advertising after only 18 months," he said. "But we must not jump to the conclusion that we have changed basic attitudes in a significant way toward bread and flour, much less eating habits—which is our ultimate goal."

Emotional Strength

In ranking the "arousal" power of the millers' advertising, the first test placed it in the "middle" group, with a point value of .296, compared to the top, .362. "The greatest emotional strength is found in the illustration of the flags," it was concluded. The test employed "lie dectector" technique to measure emotional response to different advertisements and different elements within an ad, such as copy, headline, illustration and signature.

The second impact or "reaction" test measured the strength and nature of reactions to advertising ideas and methods of presentation. Millers' advertising was shown in magazine form by an interviewer, who asked questions to determine how much and what kind of information the reader remembered. It was learned that 27% remembered enrichment, 27% the "vitamins and minerals," 12% the nonfattening story, and 12% the fact that the millers' copy featured nutrition, nourishment and health.

In the third consumer panel "retention" test, 33.9% of those responding recalled the millers' flag symbol or completed the headline: "There's 6-Way Nourishment in . . . ." More than half of those who knew the theme or symbol correctly associated them with "enrichment." Several research committee members expressed surprise at this unexpectedly high score. The national figures are now being broken down by geographic area, income groups, number of children in the family and other factors.

On the Right Path

Each test disclosed common characteristics concerning the symbol and theme of long range promotion, Mr. Files pointed out. "We believe that they indicate we are on the right path, as established by our original survey of consumer attitudes in 'What People Think About Bread,'" he said. "We did not initiate these tests, nor did we anticipate any startling results. No one familiar with our industry problem and long established consumer attitudes would approve expenditure of program funds for such research so early in our campaign. However, we did approve the independent application of the three yardsticks on our Program as a means of checking the effectiveness of our initial advertising.

"Our research group assures us that the methods used are professionally acceptable and that the results are favorable within the limitations of each test. We are, therefore, most encouraged by the quite definite signs of consumer reaction to and interest in our advertising themes and flag symbol.

"But we can assume we have not made an appreciable dent in public resistance to increased consumption of our product. This is of necessity the long range job of our program. Nevertheless the encouragement we can take from these signs of advertising progress is real, and quite beyond, I feel, what we are entitled to expect this early in our effort."

Puerto Rico Kills Labeling Plan; Costa Rica Eligible for Subsidy

There was no business in the export flour field during the past week, but two developments on the Latin American scene occupied the attention of millers.

The first was the killing of a plan instigated in Puerto Rico which would have required chemical analysis of imported flour and the labeling of the analysis on the bag. The second was the announcement that Costa Rica had filed its papers, acceding to the International Wheat Agreement, thus becoming eligible for the subsidy on flour purchases.

The Puerto Rican labeling plan which was to have been brought up in the Senate was opposed by the Puerto Rico Chamber of Commerce, the importers in that country and numerous mills in the U.S.

When the Puerto Rican commissioner of sanitation voiced his opinion that such a law was not feasible, the plan died in its tracks. In spite of the fact that the idea is dead, there has been practically no new sales of flour to that country this week and demand is slow.

On April 17 it was announced by the U.S. State Department that Costa Rica is now eligible for the wheat pact subsidy. Costa Rica ratified the agreement some time ago but had delayed notification of its accession. The move revived some flour activity with this republic, but thus far it has amounted to no more than just quotation of prices.

Costa Rica is low on dollar credit, and mills in this country report that country is as far as six months to a year behind in payments. A new law in Costa Rica has placed flour in a special category which would provide dollar exchange for flour within 60 days after registry of sales in that country. Nevertheless, caution is being exercised by mills, and most offers this week stipulate sales must be made on basis of letters of credit.

Elsewhere in the export trade, business is slow. There is some prospect for further Production and Marketing Administration buying, and new business may develop with Norway and Portuguese possessions. Otherwise, demand is expected to be slow for the remainder of the wheat pact year.

We're proud of the fact that many of our customers have purchased from us for two and three decades and some for even longer. We feel it is a tribute to our fair trading and helpful service.

SIMONDS - SHIELDS - THEIS

GRAIN COMPANY

BOARD OF TRADE BLDG., KANSAS CITY, MO.

•

Operating the Rock Island Elevator — Capacity 4,000,000 Bu.

FRANK A. THEIS, *President*
F. J. FITZPATRICK, *Vice-president*
F. L. ROSENBURY, *Secretary-Treasurer*
W. C. THEIS, *Assistant Treasurer*
H. W. JOHNSTON, *Assistant Secretary*

FOR BUILDING QUALITY BREAD

Super-Flour is designed and milled to do something more than make a tolerable loaf of bread. This fine short patent from selected hard winter wheats for proven baking merit provides extra values . . . values that produce a definitely superior loaf. SUPER-FLOUR means quality all the way . . . from the wheat we choose to mill to the loaf it will produce for you.

HIGH PATENT

Superflour

REG. U. S. PAT. OFF.

THE WILLIS NORTON COMPANY Wichita, Kansas

Quality Millers Since 1879

TEX-O-KAN

FLOUR MILLS CO. • KANSAS CITY GRAIN DIVISION

BOARD of TRADE BLDG. • KANSAS CITY, MO.

GRAIN MERCHANTS

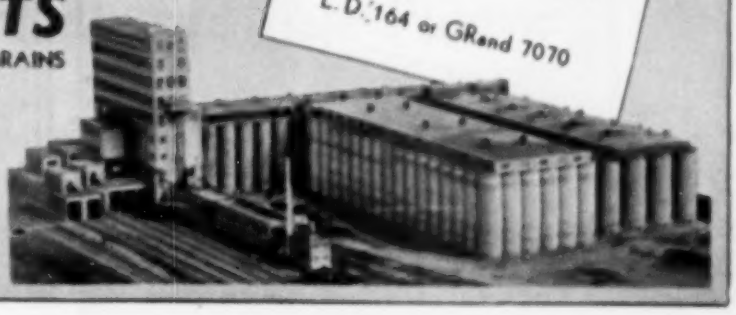
MILLING WHEAT • CORN • OATS • FEED GRAINS

Operating SANTA FE ELEVATOR "A"

Capacity 10,200,000 Bus.

Vast storage facilities enable us to give you special service. Call us for choice milling wheats.

L. D. 164 or GRand 7070



J. P. BURRUS, President
A. H. FUHRMAN, Vice Pres. and K. C. Mgr.
E. M. SUMMERS
J. D. TINKLEPAUGH
R. B. CALDWELL

SUNNY KANSAS

Dependability is just another way of saying SUNNY KANSAS. The wheats that go into this grand flour are so carefully selected and so skillfully blended that baking results are always right. That's why SUNNY KANSAS can be depended on to do a good sales job, too, for any flour distributor.

THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity — 1,000,000 Bushels Storage

WICHITA • KANSAS

CABLE ADDRESS, "SENTINEL"

STRATEGIC LOCATION

ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

• *Since 1821* •

Britain Procures More Wheat, Flour from Australia and U.S.

WHEAT

	1947	1948	1949
Australia		15,518,924	18,576,212
Canada	44,761,244	48,541,877	71,233,138
Other British countries and the Irish Republic		13,452	
United States	8,858,199	153,249	3,548,347
Argentina	7,746,741	1,884,761	
Other foreign countries	447,276	108,240	433,913
Total	61,878,476	66,818,443	93,791,710

FLOUR

	1947	1948	1949
Australia	2,633,238	5,447,880	5,489,153
Canada	15,016,741	15,736,143	7,862,568
Other British countries and the Irish Republic	4	407	144
United States	2,816,914	7,184	1,336,879
Other foreign countries	22	1,424	18
Total	17,473,440	16,217,193	15,743,734

TORONTO—According to a recent report published by the Department of Trade and Commerce, while Canada continues to be the chief source of supply of wheat and flour for Great Britain substantial supplies were obtained from Australia in 1948 and 1949.

There was a marked decline in purchases from Argentina, and imports from the U.S. — which were drastically reduced in 1948 compared with the previous year—were resumed in 1949. Total imports of grain and flour in 1947 amounted to 118,831,909 cwt., in 1948 to 152,313,495 cwt. and in 1949 to 135,772,585 cwt.

The accompanying table shows U.K. imports of wheat and flour by volume, amounts in cwt.

CHART-PAK, INC., OFFERS KIT FOR MAKING CHARTS

STAMFORD, CONN. — Earle F. Gill, Stamford, Conn., until recently division manager of the personnel compensation and research department of the General Foods Corp., and H. O. Frohbach, Minneapolis, formerly assistant director of industrial relations for General Mills, Inc., have become associated with Chart-Pak Inc., as president and vice president respectively.

Aldege N. Laviere, Stamford, is executive vice president.

The company is producing and distributing a kit for preparing business charts. The kit enables clerical employees, untrained in drafting, to construct charts for photostatic, offset or slide reproduction.

The home office of the company is located in Stamford. Mr. Frohbach has been appointed manager of the central division of the firm and has opened an office in Minneapolis.

—WEEKLY IN THE STAFF OF LIFE—

GENERAL MILLS RANKS FIRST IN FORBES STUDY

NEW YORK—General Mills, Inc., Minneapolis, ranked first in a study of 149 leading U.S. corporations by Forbes magazine of business.

The businesses were judged on management, community relations, labor relations, public relations and stockholder relations.

Tied for second place in the Forbes survey were Pitney-Bowes, Inc., the Illinois Central Railroad and Southern California Edison. General Foods also ranked high.

—WEEKLY IN THE STAFF OF LIFE—

SAFETY DIRECTOR RETIRES

NEW YORK—Retirement of Edgar G. Quesnel, safety director of the Borden Co., has been announced by Harold K. Kramer, an assistant vice president of the company. Recently elected president of the Safety Executives Club of New York, Mr. Quesnel has headed Borden safety efforts since 1937.

—WEEKLY IN THE STAFF OF LIFE—

NO SEED WHEAT SHIPMENTS

TORONTO—As a result of numerous inquiries Luiz Correa, acting director at the Brazilian Government Trade Bureau in Montreal, has issued a statement to the effect that it is not possible for Canadian firms to ship wheat for seeding purposes to Brazil. At the moment there is no possibility for such a transaction, Mr. Correa declared.

—WEEKLY IN THE STAFF OF LIFE—

WATER RIGHTS SOLD

HOMER, MICH.—The H. Van Patten Milling Co. agreed recently to sell its water rights and 200 acres in the Homer mill pond in order to prevent recurrence of flooding of farm land in Calhoun, Hillsdale and Jackson counties. A sale price of $25,000 was reported. The mill, which is to retain its water right for 90 days will continue operation in Homer. An investigation is being made to determine the type of power to be used.

KING'S FLOURS

are Made in Minnesota ... and Nowhere Else

•

MINNESOTA . . . the state that has made MORE FLOUR than any other state in the Union.

MINNESOTA . . . the state that makes the BEST FLOUR in the world.

Buy flour that is guaranteed "Made in Minnesota"

H. H. KING FLOUR MILLS COMPANY

MINNEAPOLIS, MINNESOTA

Fresh Flavor

If you have ever tasted sweet corn that went into the kettle just a few moments after it was picked, you're not likely to forget its full, fresh flavor.

Rye flour, too, is at its best when fresh. And that's a good reason for getting your rye flour from Pillsbury. Thanks to efficient distribution, careful handling, and rapid turnover, Pillsbury's Rye Flours reach you while their fine rye flavor is at its peak.

If your aim is to make the best-tasting loaf of rye bread in town, here's your flour!

White to dark—a type for every purpose ... Also RY-BLEN-DO—a blend of Pillsbury's choice Rye Flours and strongest Northwest Clear.

Pillsbury's Rye Flours

PILLSBURY MILLS, Inc.

General Offices: Minneapolis 2, Minn.

GROCERY PRODUCTS NEWS

Who Does the Food Shopping?

Marketing Experts Find Some Answers

Who does the shopping for groceries and who exerts the influence in the buying?

Women generally are accepted as doing by far most of the buying of food as well as other goods consumed by U.S. families. But, according to a study reported recently by the University of Illinois, the amount of purchasing by women alone is not more than two thirds of the total. A study conducted in 1931-32 showed women alone doing almost three fourths of the grocery buying.

The report is made by two marketing experts in Current Economic Comment, published quarterly by the university's Bureau of Economics and Business Research.

The study of family buying, conducted by Paul D. Converse, professor of marketing, and Merle Crawford, assistant in marketing, shows women make 67% of the purchases of food; men, 20%; men and women together, 8%, and children, 5%.

Influence on Buying

It is pointed out, however, that influence exercised on purchasing also is important. In this respect, it was found, women influence 66% of the grocery buying; men, 26%, or more than buying by men alone, and children, 8%.

With all types of commodities (not only groceries) considered and weighted by approximate value, women made 55% of the purchases of goods consumed by American families; men, 30%; men and women together, 11%, and children, 4%.

Variations in income were considered in the study, and it was found that, among low-income families, there is somewhat less shopping together by husband and wife for groceries. The most grocery shopping together is done in middle-income families and the most by women alone is done in low-income families.

Among other factors considered were variations in place of residence. The proportion of grocery purchases by men generally is smaller in the larger cities. However, men appear to do more buying in small cities than in small towns and villages. Percentages of families in which groceries were bought by men were 11 in large cities, 30 in small cities and 22 in small towns and villages.

How Study Was Made

The report was based on returns from 1,225 questionnaire replies by marketing students in seven universities, including Illinois. Commenting on this method, the authors said, "It was felt that children know who makes various purchases and—even more important—children are often much more cognizant of how each parent influences the other than are the parents themselves. Marketing students understand the purpose of such studies and generally are sympathetic with their objectives."

Information obtained from Illinois students in the 1949 survey was tabulated separately and compared with that received from Illinois students in a 1931-32 survey. Here it was found that there has been an increase in shopping together for groceries—caused possibly by increased patronage of super markets, where larger quantities are bought and taken home in the family car. The percentage of women alone making purchases was found to have dropped from 74 to 67.

The percentage for men alone remained at 17, while the "together" percentage increased from 4 to 10. For children, the percentage went from 5 to 6.

—BREAD IN THE STAFF OF LIFE—

Job of Holding Regular Customers Emphasized

Retail food store operators should not become so intent upon winning new customers that they fail to give enough attention to the job of holding old, regular patrons.

That is the advice of the U.S. Department of Commerce and the National-American Wholesale Grocers Assn. as reported in the latest in a series of Small Business Aids.

While retailers must seek new customers, says Goodreau Soper of the Office of Small Business, they should remember that their regular customers are the most profitable ones they have, both in sales and word-of-mouth advertising given by satisfied buyers.

The report urges retailers to check their service, merchandise, store appearance and merchandising techniques to be certain that customers are served satisfactorily. It also advises study of competitors' methods and consultation with employees, suppliers and customers. And it suggests a letter to former customers in an effort to win them back and learn why they left.

Wholesalers were urged by officials of NAWGA to pass the advice on to their retail customers.

—BREAD IN THE STAFF OF LIFE—

A & P REPLIES TO SUIT, DENIES MONOPOLY CHARGE

NEW YORK—The Great Atlantic & Pacific Tea Co., in a formal answer to the civil suit brought by the government, has denied monopoly charges and asserted that the public interest would be harmed if the organization were broken up.

The food chain, asking dismissal of the anti-trust suit which was filed last fall, charged that the Justice Department is attempting a "complete remodeling of the entire economic structure" through the suit.

A & P said that, instead of hurting competition, its activities have promoted trade and increased competition. The answer, filed in U.S. district court, said there is no justification for the "drastic and confiscatory destruction" of the company.

—BREAD IN THE STAFF OF LIFE—

Grocery Products Sales Council Plan Praised

PORTLAND, MICH.—The "practical soundness" of the Grocery Products Sales Council plan for increasing sales of family flour has been emphasized by Fred N. Rowe, president of the Valley City Milling Co., Portland.

Fred N. Rowe

"In my nearly 50 years in the milling business, I do not believe as comprehensive a plan for the sale of family flour has been proposed," Mr. Rowe said recently.

"Not only does the plan interest the wholesaler who is anxious for increases in the volume of the many items involved, but the retailer likewise is very much interested in attracting the attention of his customers to the many profitable items sold along with flour.

"The plan should get flour out of the back room and on display—which in itself is extremely helpful."

Mr. Rowe said he feels that the plan is worthy of a fair trial. And if given the opportunity, he added, it will prove its own case.

Plans, which were announced previously, call for promotion of family flour sales in the South and Southeast. The promotion is to be supported by mills joining the council.

—BREAD IN THE STAFF OF LIFE—

FATHERS' DAY PROMOTION

NEW YORK — Plans are being made for the food industry to take part this year in the national promotion of Father's Day which will be June 18. The Father's Day Council, New York, has set up a food division, with Clayton I. Kentnor, General Foods Corp., as chairman. Display material is to be made available to help carry out the theme urging preparation of special meals for fathers.

—BREAD IN THE STAFF OF LIFE—

WHOLESALE GROCER GROUP PLANS MIDYEAR MEETING

NEW YORK—Plans for the midyear meeting of the National-American Wholesale Grocers Assn. are being completed, Sherwin A. Hill, association president, reports. The meeting will be held June 5-6 at the Blackstone Hotel in Chicago.

In accordance with custom, the meeting will be informal and will be devoted to discussions of practical problems confronting wholesale grocers, Mr. Hill said.

The program will include four business sessions. An additional attraction will be the annual convention of the National Association of Retail Grocers, June 4-8 in Chicago.

Market for New Bread Mix Tested by Beatrice Foods

CHICAGO—A campaign to market a new "all-in-one" bread mix is being developed, the Beatrice Foods Co., Chicago, reports. The company, which manufactures a powdered shortening used in prepared mixes, says it has been test-marketing its Beatrice Cooke bread mix with interesting results and already is distributing it regularly to the public in some areas.

The Beatrice company's special products division has been selling Beatreme—dry powdered shortening used in various mixes—for a number of years, but it just recently undertook the marketing of a bread mix.

The mix, after being developed by the Beatrice firm, was test-marketed in the Burlington, Vt., area and in North Dakota. Rowe's Foods, Inc., Bismarck, N.D., is now distributing the mix regularly to grocers.

Only a few mills have started in the production of a bread mix, Beatrice officials said. Recently the Independent Grocers Alliance, Chicago, announced plans to distribute a bread mix developed by Beatrice Foods Co. and the Gooch Milling Co., Lincoln, Neb., in cooperation with IGA.

Beatrice's most recent step in development of the bread mix promo-

tion was the conducting of a market test in Minneapolis, results of which are reported gratifying.

The company is having its mix manufactured under contract by a number of flour mills.

Company officials say the mix can be used to make a bread "better than can be made with any hand-blended recipe" with five minutes of work and only the addition of water. Usually, they add, the mix costs less than the same ingredients bought separately. It also can be used inexpensively in making rolls, coffee cake, doughnuts, muffins and other items Beatrice points out.

Greater manufacture and sale of bread mix will help turn the decline in per capita use of flour into an increase, Beatrice officials say.

PROBLEM OF INCREASED FOOD SALES COSTS CITED

SAN FRANCISCO—Food sales organizations are facing one of the greatest cost squeezes in history, Watson Rogers, president of the National Food Brokers Assn., said here recently.

Speaking at a meeting of the Associated Grocery Brokers of San Francisco, Mr. Rogers said, "Business is good and is expected to continue good, but the average businessman is finding that higher costs are cutting deeply into earnings with the result that the net return is greatly reduced."

He predicted that the sales cost problem will remain for a long time and he mentioned a short-term buying trend as one of the reasons. If the number of orders handled increases while the total volume remains the same, the result is a corresponding increase in costs, he pointed out.

Mr. Rogers said the result of this situation is a drive for greater volume to help offset pressure on operating costs. And, he added, increased competition is evident throughout the industry.

NEWSPAPER RESEARCH DIRECTORY PUBLISHED

Daily newspapers now provide advertisers and their agencies with factual data from 130 market research projects involving approximately the same number of markets, the Bureau of Advertising, American Newspaper Publishers Assn., reported recently in releasing its new "Directory of Research Studies Conducted by U.S. Daily Newspapers."

Research covered in the new directory includes studies of branded products sales, family preference and retail distribution.

Of the various types of research covered in the directory, retail product distribution studies are the most numerous with 60.

One part of the directory lists monthly grocery inventory projects, and newspaper consumer panels of the diary type occupy a prominent place. Among other special types of research covered are preference analyses, home-pantry inventories and reader-characteristic research.

WHOLESALER TO BUILD

A $250,000 building will be built at Boise, Idaho, for the Dependable Wholesale Grocery Co., according to E. M. Bivens, manager. The corporation, which is owned and operated by 177 stores, serves parts of Idaho, Oregon and Nevada. The firm plans to move into the new building by late fall, Mr. Bivens said.

Flour, Mixes Packaged in Cellophane

Cellophane-Packaged Grocery Products

MINNEAPOLIS—A new line of cellophane bags for packaging flour mill grocery products is being manufactured by Bemis Bro. Bag Co.

"The Eagle Roller Mill Co., New Ulm, Minn., has changed its package line to meet the demands of modern self-service, impulse retailing," R. L. Peterson of the Bemis cellophane department, Minneapolis, reports. "And for its new package the company has chosen an attractive and protective Bemis cellophane bag."

Similar cellophane bags have been used by other companies for packaging corn meal, Mr. Peterson said, but the Eagle company is the first to use such a bag for pancake mixes, cake flour and farina.

The red, white and brown colors of the Eagle company's brand blend with the natural colors of the products, Mr. Peterson said, and with cellophane printing, "favorable attention-reaction is a certainty." He also pointed out that the customer can see the products before she purchases.

The Eagle company closes the cellophane bags on its Deltaseal packaging equipment, which can be changed from paper to cellophane with only minor adjustments, Mr. Peterson said.

"The Deltaseal closure turns the formerly hard-to-open cellophane bag into an easy-to-open package with a handy pour spout," Mr. Peterson said. A scissors can be used to open the package. He also pointed out that the housewife can reclose the protective bag easily and continue using it. And, he added, the transparent package permits her to take a "glance" inventory of her brand-identified cupboard contents without any trouble.

The rectangular shape of the bag and the square bottom allow for mass display of the brands in retail outlets, Mr. Peterson said.

Variety of Brand Preferences Shown

NEW YORK—Monopoly is nonexistent in consumer goods industries where trade-marking and advertising are prevalent, Howard Trumbull, president of National Family Opinion, Inc., Toledo, told more than 1,000 representatives of brand manufacturing, advertising agencies, media and retailing attending the recent Brand Names Day conference in New York.

Reporting on a survey of the buying habits of more than 1,500 families, made as a contribution to the program of Brand Names Foundation, Mr. Trumbull said the study showed manufacturers' brand names to be the predominant factor in the selection of goods in America. In working on the report, he said, preferences in the purchase of all products appeared to be spread over a wide diversity of brands and that individuality of taste and choice prevented any one trade-mark from dominating any of the principal consumers' goods fields.

The cross-section of households in which the inquiries were made, Mr. Trumbull reported, accurately represented all geographical areas, all income groups and ages comprising the population of the nation. The proportions corresponded closely to those reported by most recent government data. Rural areas, small communities and metropolitan centers were represented proportionately.

Mr. Trumbull said that the number of different makers' brands enjoying substantial consumer popularity ranged from as few as 10 in the case of baby foods to as great as 60 in the case of coffee.

"Monopoly," said Mr. Trumbull, "cannot thrive under these competitive conditions."

Among the 62 products covered in the survey, the purchase of baby food, Mr. Trumbull reported, had the highest brand-interest index. About 86% of the respondents stated that they limited their purchases of baby food to specific brands.

The survey showed men playing a greater part in the selection of products normally related to women, and vice versa, than is commonly assumed. For example, 22.1% of the husbands dictate the family's choice of household cereals. On the other hand, 18.1% of the wives who contributed information to the survey buy their husbands' razor blades.

FIVE-FRUIT BREAD—"Sun Loved California Fruit Bread," shown above, is baked with five fruits. California Fruit Bread, Inc., Los Angeles, is promoting the bread, available to bakers on an exclusive franchise basis. The formula for the bread calls for nearly one-quarter pound of fruit in every loaf, selected from dates, oranges, lemons, apricots, peaches, prunes and raisins.

USDA Develops Snack Food Madefrom Rice

"Rice curls," a new snack food prepared from ground rice, have attractive commercial possibilities and offer another outlet for the nation's rice crop, the U.S. Department of Agriculture reports.

The curls—developed through research by the department's Bureau of Agricultural and Industrial Chemistry—can be served like potato chips, corn chips and other similar foods. Bureau technologists say the crisp, golden brown curls have excellent flavor and can be produced inexpensively from broken grades of rice. A public service patent covering the product has been applied for.

The proposed commercial method for making rice curls is described as simple. Ground rice is mixed with hot water to form a paste which is forced through small, round openings in standard extrusion equipment. The resulting "curls" are cut to about three-inch lengths, fried in vegetable oil, salted and packaged.

CLINIC PLANNED FOR PACKAGING MEETING

CHICAGO—A special clinic on increasing the effectiveness of packaging for retail use will be one of the highlights of the 19th National Packaging Exposition and Conference on Packaging, Packing and Shipping. The event will be held here April 24-27. Jack C. Griffith, advertising and sales promotion coordinator, Consolidated Grocers Corp., Chicago, will lead the clinic. A panel will consider the effectiveness of the package in relation to design, display, advertising and other factors.

The conference and exposition, chief events of National Packaging Week, are sponsored by the American Management Assn.

FOOD CONSUMPTION

Food consumption in 1949 was 11% above the 1935-39 average and is expected to equal or surpass that this year.

SPRING'S A'COMING!

— and the womenfolks will soon be wanting new Spring dresses in colorful designs — like those used in

Mente's Dainty Print Bags

gay — chic — pretty . . . floral designs — smart figured prints . . . in sturdy, well-made, carefully-finished bags for flour and feed . . . (special adhesives make labels easy to remove).

SATISFACTION PLENTY — WHEN YOU BUY MENTE

Write, Wire or Phone Our Nearest Office

MENTE & CO., INC.

ISAAC T. RHEA, *Pres.*

SAVANNAH • NEW ORLEANS • HOUSTON

Roses-in-Snow Cake Kit Ready

A lovely, lifelike all-plastic rose rates a spotlight in the 1950 General Mills "Roses-in-Snow" promotion for Mother's Day. The new cake-top device has a pin clasp on the back that transforms it into an attractive lapel pin.

For 14 years the "Roses-in-Snow" promotion has been a consistent and spectacular sales-getter. Through it, thousands of bakers have doubled and tripled their Mother's Day cake sales. Most have found that the new customers it attracts buy other baked goods, too.

The "Roses-in-Snow" merchandising kit includes a colorful cake display that actually holds the cake. Designed to resemble a hand-sewn sampler, the display piece is reminiscent of the days "when Mother was a girl." A poster has a taste-tempting full color photo of "Roses-in-Snow" cake.

The following kit materials are designed to aid bakers in promoting and merchandising the cake:

20 roses—plastic; can be worn as a lapel pin.

1 cake display—actually holds cake.

2 posters—full-color photo of cake in attractive table setting.

20 doilies—colorful, eye-catching, grease-proof.

Ad proof sheet—shows three newspaper ads available at low mat cost.

Merchandising booklet — contains formula plus merchandising and promotion tips.

In addition to this kit, bakers tying in with this special promotion will receive national backing. "Roses-in-Snow" Cake will be advertised over Betty Crocker's Magazine-of-the-Air program from coast to coast. A complete 20-minute program will be devoted to telling millions of Americans that "Roses-in-Snow" Cake is the perfect Mother's Day gift and a baker's specialty."

"Roses-in-Snow" cake is a feather-light white cake covered with creamy coconut frosting. In addition it is a special occasion cake that lends itself readily to quantity production.

ROSES-IN-SNOW CAKE—There is plenty of sales appeal in this coconut covered beauty. It's the "Roses-in Snow" Cake, featuring the new, all-plastic rose that can be worn as a lapel pin. The new roses come in the Mother's Day promotion kit put out by General Mills, Inc., along with other all-new sales aids.

SAN FRANCISCO
PORTLAND
LOS ANGELES
BERKELEY

AMES HARRIS NEVILLE CO.

MULTI-WALL PAPER BAGS
BURLAP AND COTTON BAGS
AND SEWING TWINE

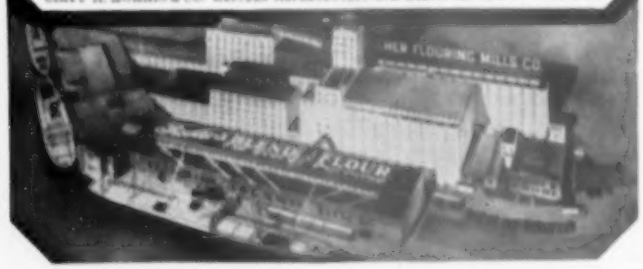
Fisher's

THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, New York City



PRESTON-SHAFFER MILLING CO.

MERCHANT MILLERS

ESTABLISHED 1885

SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard Spring Patents

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON

Mills at Waitsburg, Washington, Freewater, Oregon, and Athena, Oregon

Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York

WESTERN MILLING CO.

MONTANA SPRING WHEAT PATENT FLOUR
BLUESTEM—PATENT FLOUR
FINEST SOFT WINTER WHEAT PATENT FLOUR
General Offices Walla Walla, Washington

DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR MILLS CO.
Arkansas City, Kansas

THE JACKSONVILLE FLOUR MILLS
Jacksonville, Florida

DIXIE-PORTLAND FLOUR MILLS
Richmond, Virginia

Capacity 14,000 Sacks Daily

Southwest Offices: Memphis, Tennessee

One ideal source of supply for all your flour needs

FAMILY • BAKERS • CRACKERS • CAKE

QUALITY ABOVE ALL ELSE

SILK FLOSS

BREAD AND CAKE FLOURS

Santa-Fe Trail

Finest Short Patent

KANSAS MILLING CO.

WICHITA, KANSAS

If your flour sales are lagging, Mr. Jobber, better switch to SILK FLOSS or SANTA FE TRAIL. These fine brands have a good record for stimulating business. And they are also ideal for keeping new customers satisfied. There are no finer flours than these for a jobber. They always give the best of satisfaction.

CAPACITY 10,000 CWTS.

STORAGE 4,500,000 BU.

SINCE 1894

UHLMANN GRAIN CO.

Founded by FRED UHLMANN

1480 Board of Trade Bldg. CHICAGO, ILL.

1158 Board of Trade Bldg. KANSAS CITY, MO.

Members of the following Exchanges:
Chicago Board of Trade
Kansas City Board of Trade
Minneapolis Grain Exchange
New York Produce Exchange
Winnipeg Grain Exchange
Duluth Board of Trade
Fort Worth Grain and Cotton Exchange
New York Rubber Exchange
New York Coffee and Sugar Exchange
New York Cotton Exchange
New York Cocoa Exchange

OPERATING

WABASH ELEVATOR

Capacity 4,000,000 Bus.

Complete Facilities for Serving the Milling Industry

OFFICES:
New York City
Chicago, Ill.
Kansas City, Mo.
Enid, Okla.
Fort Worth, Texas
Amarillo, Texas

POLAR BEAR FLOUR IS KING

Any wise flour merchant knows he can go farther faster with a flour of the highest quality . . . a flour for which there never is need to apologize or "adjust." That's POLAR BEAR.

FOUNDED BY ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS

Wheat Flour Milling and Flour Utilization in Southeast Asia

By Henry A. Baehr

EDITOR'S NOTE: The accompanying article is the text of a talk presented by Mr. Baehr at a meeting of millers, wheat producer representatives and grain men in Minneapolis April 12. Mr. Baehr, cereal chemist and marketing specialist of the Office of Foreign Agricultural Relations, is a member of the Far East Grain Mission which recently conducted a survey of market potentialities for U.S. grain in the Far East. The same report was presented at similar gatherings in Kansas City and Portland last week. A summary of the report of another member of the commission, E. J. Bell, administrator of the Oregon Wheat Commission, appeared in a news story on page 9 of the April 11 issue of The Northwestern Miller.

As a prelude to the discussion of the technological level of food processing in the Far East, we should consider briefly some of the conditions under which these processes were introduced. We should also recognize the dependence of industrial processing upon the mechanical aptitude of a people and the historical development of such traits. The jallopy, which we deprecate for stodgy middle-aged reasons, is nevertheless an expression of a developed trait which is conspicuous by its absence in most Far Eastern areas.

The flour milling industry in Japan, India and Pakistan includes roller milling systems imported from the U.S., England and Germany, in addition to other milling systems ranging from animal-powered, stone burr mills to electrically-powered systems involving hammer mills and extensive sifting equipment.

The Japanese roller mills were imported by Japanese interests, and the management and operation of these mills have been in the hands of their nationals for a number of years. Although the ownership of many of the Indian and Pakistan mills is and has been in the hands of their own people, the physical operation generally has been under the supervision of British, Canadian and possibly Australian operating millers. After making allowance for war damage and the difficulties of rehabilitation in Japan, one cannot avoid being impressed by the relatively smoother operation of mills under European supervision, when compared to Japanese or Indian mills under their own supervision.

Control Extraction Rates

Significantly, the three countries have governmental control as to per cent extraction and permitted moisture levels in products. The milled products are either purchased by government, or the mills grind government-owned grain on a fee basis, with agencies rationing and distributing the milled products. While the required product is 85% extraction flour in Japan, the production in Indian and Pakistan mills is confined to "atta," a traditional, almost whole wheat meal.

Under these conditions of assured operating time and disposition of products, and with no encouragement relative to quality of product since mill brands are withdrawn, the contrasting attitudes of the management and operators in European supervised mills and those under indigenous supervision are of particular interest.

In the Indian and Pakistan mills, the cleaning of wheat, including washing, and the rehandling of screenings in order to procure maximum returns is common practice. Although the middlings purification system is shortened, the grinding operations, particularly in the breaks, follow conventionally good practice. The idea is to get the middlings out of the bran, and subsequently to pulverize only that amount of bran necessary to meet the required extraction percentage. Atta, as such, does not encounter the range of uses which make baking quality an important consideration, and good milling practice is of no particular consequence as it influences such quality. However, in normal operation, these mills produced flour, one or two grades of semolina, atta and millfeeds simultaneously, and the present operation of the mills makes possible the continued training of the operative employees in the requirements of good practice and mill maintenance.

The Japanese mills, also in all categories of size and type, are required to mill 85% extraction flour. Apparently, on the basis of an assured premise in the minds of the industry members that such a long extraction flour cannot be of good quality, the usual practices associated with quality production have been curtailed or eliminated. The washing of wheat has been generally discontinued. In addition to the simplification of the purifier system, the grinding method has been drastically changed. The stocks are ground as closely as possible on all stands, starting with the first break. The resultant bran is almost as fine as our gray shorts or standard middlings.

Wheat Types Mixed

In some instances, white and red wheats have been intentionally mixed prior to tempering, still on the premise that desirable quality was unattainable anyway. Members of the industry took the position that at 85% extraction no measurable improvement of quality would result from better milling practice, and expressed doubt that any real improvement could be expected at extractions over 80-81%.

In addition to the roller mills of up to 4,000-6,000 sack capacities described above, Japan has a large number of small roller mills and hammer mill installations. The total production of flour is about equally distributed between large and small mills, with mills of 220 sacks or less capacity per day producing 47% of the flour. The location of small mills in the U.S. was an accompanying development of wheat producing areas, and to a degree this is true in Japan, but some of this type are to be found in coastal cities in Japan.

The power-driven chakki, or burr mill, in India and Pakistan is, however, the natural evolution of the hand-operated quern and chakki and is to be found in the small towns and villages. The application of animal or other motive power to the chakki has not resulted in, or has not been accompanied by any particular change in the properties of atta. While these larger units are partly commercial enterprises, much of their activity is on a custom basis.

Some improvement in wheat cleaning, and added scalping operations have been effected in the past. Greater attention to these and other factors such as wheat quality, generally improved housekeeping and the labeling of atta by grade were encouraged by the British Agricultural and Marketing Services prior to 1937. The net result of these efforts was a more profitable operation since the better quality products commanded price premiums, and the over-all operation tended to be better controlled and more economical, once the operator was convinced of the profit advantages of such practices.

A Staple Item

Atta is the traditional and principal form of milled product in those areas of India and Pakistan where wheat is a staple item in the diet of the people, annual consumption of wheat being estimated as high as 350 lb. per capita. Atta is used for the making of chapattis, a sort of pancake made from unleavened and unfermented dough. The chapatti is the form in which the most of the wheat is consumed in the wheat consuming areas, serving both as an article of food and as a tool for transporting other food to the mouth.

Flour (maida) and coarse and fine semolina (suji and rawa) are used in the making of special foods and sweetmeats for festive and ceremonial occasions. In southern India, upma, a sort of pudding made from semolina, is a well-known dish. In the more remote communities, flour and semolina are obtained by sifting atta, while in areas where distribution permits, these more refined products are obtained from the roller mills. Flour, atta, or combinations of the two are used in the production of fermented products such as pan bread and a particular kind of chapatti.

Our usual first concern or consideration in the utilization of wheat products is associated with bread as such, and more specifically with yeast leavened bread. The preceding discussion of Indian and Pakistan's milling led naturally enough to the native methods of utilizing wheat products, and suggested that yeast leavened baked products are not an important indigenous development. This generalization can be applied to all of the Far East and to Southern Asia, and as a consequence it is convenient to discuss the baking practices of the several countries by comparison with American standards.

Loaf More Compact

In general, bread is more compact than American bread. The origins of the baking industry in the craftsmanship and traditions of Holland and England in part account for this fact in Indonesia, Singapore, Hong Kong, Siam and India. In all areas, the rabi and extent of fermentation are much less than in our conventional practice. The quantity of added sugar and fat used is very much lower and in many cases unavailability of these ingredients to the baking industry entirely prohibits their use.

Bakeries range from the simplest hand shops with one or two workers to partially mechanized plants. Refrigeration as we use it for storage, dough temperature control and dough room control is unknown. We did not see a divider, even in plants with several travelling ovens.

In Hong Kong, the Philippines, Singapore, Java and Bangkok, the most of the bakery business is in the hands of Chinese operators. A large number of small, family shops appears to be the rule, although some rather large Chinese-owned bakeries were visited in Manila. There were no Chinese bakers in that part of Japan which we visited, and relatively few in India.

Sanitation in most areas is more speculative than actual, but there are two notable exceptions. In the larger Japanese bakeries, contact with American ideas, practice and present supervision has resulted in acceptable conditions. In several biscuit plants in Pakistan the entire plant had screened windows, and interiors were well kept.

Fermented on Bench

In the warmer areas, doughs are commonly fermented on the bench, particularly in some of the smaller and medium-sized shops. Live dry yeast and imported compressed yeasts are used except in Japan, where domestically produced compressed yeast is available. In Djakarta, bread production was under such extremely rigid rationing and price control that a home-made yeast grown on sprouted green beans and sugar was in vogue.

Bread and buns in general are unacceptable according to our ideas of quality, but in spite of this, we observed repeated evidence of good practical craftsmanship on the part of even smaller bakers. Luxury items, such as cakes, sweet rolls, sweet bis-

Frank L. Smith

JOHNS ARKELL & SMITHS—Arkell & Smiths Canajoharie, N.Y., multiwall bag manufacturer, has announced appointment of Frank L. Smith to the firm's central division sales staff at Columbus, Ohio. Mr. Smith, who formerly was with the Cincinnati Cordage & Paper Co., has been assigned the Pittsburgh sales area.

cuits and pastries, were seen in every market area and the quality was generally very good.

Without stressing the inconsistency, lack of ingredients such as sugar and fat for good bread, and the appearance of very good pastries in the same bakery are common. Governmental circles did not appear to notice this.

One old-timer in the Orient said that it was impossible to make good bread in the tropical and subtropical areas. One other European told us that the small Chinese bakers were the preferred source of good bread. The latter was correct in his particular area, but inquiry as to the source of flour used by these bakers was fruitless.

The statement that good bread is impossible deserves attention. After making all allowances for lean formula, limited equipment and rule-of-thumb methods, we are impressed by one factor which is more or less common in all areas except the Philippines. This factor is flour which is out of condition, or over-aged. Whether we call it sour, musty or rancid does not restore its bread baking properties. Perhaps the old China hand was right!

Could Solve Problem

Under the conditions of our survey, it was impossible to determine the relative effects of possibly poor inventory practices by importers and long haul ocean transport under normal business conditions. In general, we expect that commercial enterprise operated for profit will establish such practices as will maintain and expand business. This would minimize the argument as to poor inventory control.

Flour importers and other observers were in agreement that regular shipments of fresh flour and consistent distribution to bakers and other flour users would stimulate the demand for wheat flour. Ocean freight rates and schedules cannot encourage us to expect preferential handling of a relatively low cost, bulky commodity such as flour.

A possible avenue for improvement in flour quality may be in the development of better packaging. In one area we encountered a reference to Canadian flour in multi-wall bags, and the report indicated that the package was useful in protecting and prolonging baking quality. It is possible that a modification of present flour bags would act as a stimulant to flour usage in tropical and subtropical areas.

The expansion of a wheat and wheat flour market naturally depends upon the availability of good products for the consumer's selections. In all areas except the Philippines, postwar conditions have operated against realization of this goal. It may well be that incomplete recognition of the factor of flour age, with the extremely rapid deterioration of flour in the tropical Orient has been a greater deterrent to expansion of wheat usage than other elements of quality. Certainly, the past expansion of flour and baked goods consumption in the Far East does not indicate extreme objection to such products.

—BREAD IS THE STAFF OF LIFE—

SUPERINTENDENTS CHANGE JOBS

INDEPENDENCE, MO. — J. N. Chisam, superintendent of the Waggoner-Gates Milling Co., resigned that position recently to become milling superintendent for the B. A. Eckhart Milling Co., Chicago. He succeeds E. W. Dodson in that position. Mr. Dodson now is manager of the Dover (Ohio) Milling Co. D. A. Lovelace, formerly superintendent of the Larabee Flour Mills Co. plant at Clinton, Mo., has been appointed superintendent of the Waggoner-Gates mill.

WOLF'S PREMIUM FLOUR

Milled for those who want only the finest baking qualities . . . from the choice of the nation's wheats.

An Independent Mill

WOLF MILLING CO.
ELLINWOOD, KANSAS

The Standard Others Strive to Reach

WHITE SWAN
FLOUR

SPRINGFIELD MILLING CORPORATION
MINNEAPOLIS • MINNESOTA

"Sweet Cream"
"Very Best"
Quality Flours

W. J. JENNISON CO.
MINNEAPOLIS, MINN.

We Specialize in . . .
FLOUR for BAKERS
SPRING WHEAT • KANSAS WHEAT • SOFT WHEAT
"The Beardstown Mills"
BEARDSTOWN, ILLINOIS

GOOD BREAD *Is Everybody's Business!!*

Be Proud of Your Job, as We Are of Ours, for

"Bread is the Staff of Life"

GIBRALTER Flour
KANSAS BEST Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

KANSAS CITY'S FAVORITE BANK • KANSAS CITY'S FAVORITE BANK • KANSAS CITY'S FAVORITE BANK

Let CITY NATIONAL Bring Foreign Markets to Your Door

As a customer of City National's Foreign Department, you will receive valuable recommendations on foreign representatives, market analyses, and achieve rapid contact with foreign markets around the world.

City National's Foreign Department —the largest in this area—is eager to help you make your export program successful. Call, write or visit our "years ahead" Foreign Department.

CITY NATIONAL
Bank & Trust Company
10TH AND GRAND • KANSAS CITY 10, MO.
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

KANSAS CITY'S FAVORITE BANK • KANSAS CITY'S FAVORITE BANK • KANSAS CITY'S FAVORITE BANK

A FAMOUS SHIP—A happening of yesterday finds an echo today but, alas, the story has no tomorrow. Unless, of course, some shipowner decides to build a ship and to name it, with due ceremony—substituting a sack of flour for the conventional bottle of champagne—"The Northwestern Miller."

There was once a famous ship which bore this name around the world. Visitors to the home office of The Northwestern Miller may see the builder's model, which is preserved to commemorate an epic errand of mercy. The story began in 1914 when Belgium was invaded by Germany. Among those public-spirited men who saw that hunger and probably starvation would follow this violation of national rights was William C. Edgar, then The Northwestern Miller's editor. He decided to undertake a relief movement similar to the one that proved effective in the case of Russia in 1892. Through the personal efforts of Mr. Edgar and his editorial assistants the American milling industry quickly subscribed a large quantity of flour while monetary gifts allowed the purchase of blankets and clothing. The total value of the cargo was assessed at more than half a million dollars.

● **Mercy Ship Sunk**—Arrangements had been made to carry the relief on the Northwestern Miller, a freighter then nearing completion in the shipyards of the River Tyne in England. Construction delays made it necessary to use another ship, and Mr. Edgar on his own credit chartered the ill-fated South Point from the Furness Withy Line. This vessel, having delivered its mercy cargo, was sunk by a German submarine on the return voyage.

The Northwestern Miller was duly launched and for a number of years worked the U.K.-U.S. run. And it is here that coincidence plays a part in the story. Ordinarily the domestic affairs of a staff member of The Northwestern Miller would not rate space or the interest of readers. However, this much may go on record. George Swarbreck, European manager of the Miller Publishing Co., decided to buy himself a house near London and desiring that it be as spick and span as possible he engaged a firm of decorators to give it a complete renovation. Now all the best painters seem to be ex-sailors, and painter number one of the organization "favored with his instructions" was a former mariner. This sailorman, home from the sea, by name Andy Larcombe, was on the U.S.-U.K. run around 1925-26 and his ship was . . . yes . . . you've guessed it—the Northwestern Miller. He served as bo'sun for a number of voyages. It was, he says, a happy ship and he still maintains contact with many of his seafaring buddies.

● **An Appropriate Fate**—Shortly after his last trip the owners sold the ship to a German company, and the Northwestern Miller, as such, was no more. She was renamed the Augsberg and worked the German-Japanese run for some years. Sometime in the 1930s she was transferred to Japanese ownership and became the Tei Ryu Maru. The Germans and the Japs made several such deals in the immediate prewar years, a situation which confirms that the two nations were working hand in glove in their projected attack on Britain and America.

Little is known about the ship's subsequent career, but it is suggested that she became a submarine supply ship early in the war and was operated by the Japs on behalf of their German friends. According to Lloyd's Register of Shipping in London she was presumed sunk by allied action in the China Sea somewhere around 1941.

One is tempted to think that this grand seafarer with a glorious tradition would not have had it otherwise.

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BEMIS IN THE LEAD—Bemis Bro. Bag Co., The Northwestern Miller's oldest advertiser, has established another "first." Apparently it has outdistanced a rival advertiser in another business field claiming greater longevity in the matter of continuous advertising but credited with fewer insertions.

The rival is the jewelry firm of L. M. Kahn & Co., which in March began its 81st consecutive year as a space buyer in the Jewelers' Circular-Keystone, a trade journal published in New York City. To date this company has not missed an issue. The jewelry publication originally was a weekly but is now issued monthly. The reckoning indicates that there have been, including the one of the current month, 3,434 insertions of the Kahn advertising.

Bemis Bro. Bag Co. first began to offer its wares to the flour industry through the columns of The Northwestern Miller in the December issue of 1874. Though it was then a monthly, this journal soon became a weekly. The Bemis record of insertions to date is 3,797. But there was a gap in the performance of the early years and uninterrupted appearance of the advertising did not begin until the issue of Jan. 23, 1880. Since then there have been 3,672 insertions, a clear margin over the Kahn company in number of appearances though not, of course, in number of years.

The Northwestern Miller began its career in June, 1873. No file copy of that year, so far as we know, is in existence. If one could be brought to light it is just possible that it would disclose earlier Bemis advertising than is otherwise recorded. This is the impression of some of the Bemis oldsters.

First Bemis ads, back in '74 and '75, were typeset in the style of the times, and of generous proportions. Later a small reverse plate (letters on a black background) was run for some years. Holiday Numbers contained "spreads," and it was in these days that the celebrated Bemis cat made its debut. This early cat is somewhat younger in appearance than the present one—as no doubt is to be expected. The Bemis ads grew with the years until full-page stature was reached (which was a long time ago, indeed) and maintained.

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MILLING BUSINESS IS GOOD (ON THE SIDELINES)—The following memo comes to a mill executive from his plant manager in Texas: "One of our sweepers owns a dry-land farm in West Texas, which wouldn't support his family. He moved to Dallas and took a job in the mill. They have been wildcatting on his property. Last Thursday he had a telephone call offering him $40,000 for the oil rights on his land. He refused the offer, hung up his broom and headed for West Texas. He phoned Friday that they had brought in a well on his property. We are looking for a new sweeper."

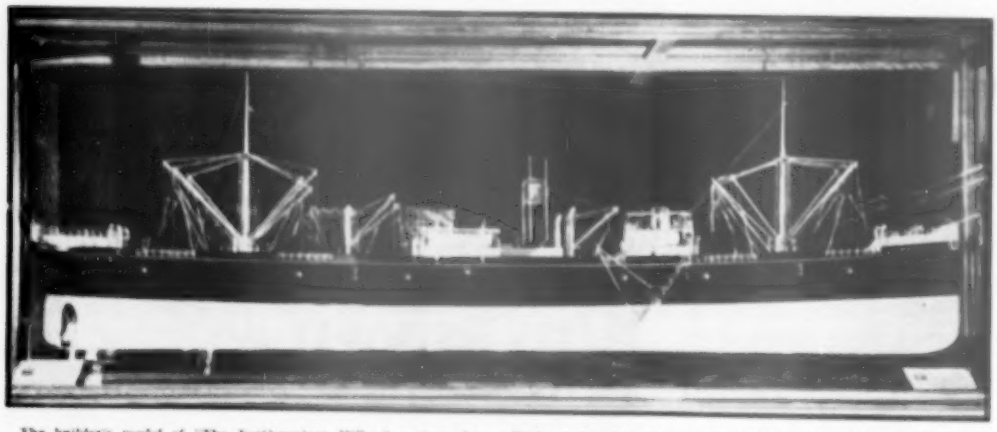
● ● ●

A MAN PLOWING

Here is faith as definite as if spoken,
Although no word of faith may be expressed,
Where a great field stretches far and a man is plowing,
And trusting his God above to do the rest;
Trusting God for the sunshine and the shower,
For his smile above the field that he must sow,
Knowing that after his toil he can do nothing
To force the hidden seed to sprout and grow.

And thus man works with God, and God with mankind,
Each has the faith that the other will do his part,
Faith is a living thing down any furrow,
Faith is the substance, faith is the inner heart
Of a country's greatest need: that a world be fed
In answer to our Lord's own prayer for bread.

Grace Noll Crowell.



The builder's model of "The Northwestern Miller," a steamship with a history, repose in a glass showcase in the principal office of the Miller Publishing Co. in Minneapolis. It is about 7 ft. long, complete to the last cord and rivet, and has inspired many an admiring youngster with the thought that it would be just the thing for his personal marine operations. Facts from the showcase legend: "Named after The Northwestern Miller. Owned by Furness, Withy & Co., Ltd., London. Launched Oct. 19, 1914. Made one trip from London to Philadelphia and return. Was then taken by the British government and used for transportation of troops during the remainder of the war. Displacement, when laden, 11,250 tons. Length over all, 455 ft. 8 in. Breadth, extreme, 52 ft. 6 in. Carrying capacity, about 7,000 tons. Designed especially for carrying flour in the Philadelphia-London service."

EDITORIAL

THE BRANNAN PLANK

CLEARLY the Brannan plan has become the Brannan plank. Those who looked for the underlying significance of the recent appearance of the Secretary of Agriculture in St. Paul and of his address to the 8,000 farmers there assembled under the banner and trumpet of the Production and Marketing Administration could have little doubt that he was announcing the intention of the Truman administration to push his farm plan all the way to the next national ballot box. This means political platform promotion in this year's elections and a priority Democratic platform plank in 1952.

Much has been said on this page—and more will be said—about the unwarranted use of tax-supported federal administrative agencies to promote administrative policies and perpetuate established bureaucracy. An excellent current example of this flagrant misapplication of public funds to finance the world's most colossal publicity machine is this meeting in St. Paul which Secretary Brannan used as his sounding board.

Ostensibly the meeting was a two-day conference of Minnesota's 4,254 PMA community committeemen and 261 county committeemen, each of whom was entitled, if he was in attendance, to mileage and $8 a day. It is estimated that about four thousand of them were present, not all of whom asked to be paid. The other four thousand were mainly farmers, although not necessarily Brannan farmers.

But there was no debate. This was no forum, like that of the previous month in Minneapolis, where Mr. Brannan, had he been able to attend, would have had to face the formidable contrary arguments of other speakers, notably those of Allan B. Kline, president of the Farm Bureau Federation. And this circumstance, of course, lends emphasis to the political nature of the occasion, which also sets for us a pattern we may expect will be used more and more frequently, with improvements and enlargements, as we draw nearer to the destination of the Police State.

• • •

FLOUR BRANDS ARE BASIC

ONE of the most significant findings of the Far Eastern Grain Mission is that "brands of flour are highly important in the Orient." From this another conclusion follows logically, and again we quote: "It is, therefore, necessary that millers in the U.S. have an opportunity to offer their brands of flour on a competitive basis."

These discoveries are significant not only in themselves but in their origin. They come from representatives of government, and it is not too common in these days of state enterprise on a grand scale to find the official attitude so expressively disposed toward the virtues and mechanics of private enterprise.

To reach these conclusions a journey to the Orient was not absolutely essential. The truth lies about us everywhere in the world of commerce. But the light of this truth has been dulled and to some eyes almost extinguished during a decade of interference with trading principles tested and established by generations of men. For these basic rules of commerce the fiats of government were substituted. Trade was compressed into political and economic moulds to which it could only be fitted by force. The natural channels were broken up. The flow of commerce induced by private traders' investment of time, energy and money was diverted or dammed. True, under government controls, vast quantities of this country's exportable commodities were sent abroad, but it was a commerce without a future. The seller was not yesterday's reliable and well known merchant and probably would not be in the market at all tomorrow. The commodity was virtually anonymous—it had no name, no brand of character and reliability upon which tomorrow's buyer could rely.

If foreign travel was necessary to rediscover brands the Orient was a good place to go. Trade there is in simpler terms than in most of this hemisphere where modern merchandising elaborates with so much parade and clamor upon the simple fact of a commodity's identity. Once the buyer in the Far East has been satisfied with the quality of flour that comes to him in sacks adorned by a red dragon he will look first for a red dragon when he lays in his next supply. But the equivalent of the red dragon is not lacking to the domestic flour sack. There are hundreds of highly advertised brands in the U.S., and the milling industry lays proprietary claim to about 25,000.

Wherever the tremendous and enduring importance of the trademark as a commercial asset may be discovered or rediscovered, the simple fact of this recognition can be accepted with satisfaction. If nothing else was found out by the grain mission this would have justified the junket. Perhaps the greater part of the other facts uncovered might have been brought together by a good technical research librarian, but no such dusty compilation as this would be likely to command attention from the right people in the right places. The chief value of the mission, therefore, must lie in the emphasis it gives to facts already well known but which needed fresh inspection by men qualified to look and see, whose views can be received with respect and confidence by those best qualified to convert them into dollars for the grain and grain processing industries of America.

The story of the Far Eastern Grain Mission's adventures, as told in this and recent issues of The Northwestern Miller, is commended to those of our readers who relish a businesslike approach to export problems and a workmanlike job of government cooperation seasoned with practical understanding.

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THE FOX AND THE GOAT

THREE hundred years ago, Jean de La Fontaine wrote a fable about the fox and the goat, who were traveling companions. Seized with thirst, the two jumped into a well and drank their fill. The alert fox quickly noticed that they were trapped in the bottom. So he proposed a way out. He suggested that the goat rest his front feet upon the wall and stick his horns up straight. The fox promised to climb out and draw the goat up after him.

The goat thought this was a brilliant idea. He complimented the fox on his intelligence and good sense, and assumed the position. The fox clambered up and out. But instead of keeping his end of the bargain, the fox rebuked the goat for getting trapped in the first place, and left him to his fate.

The moral to the fable is:

"Whatever way you wend,
Consider well the end."

Age has not dulled the impact of those lines. We are indebted to Harry A. Bullis of General Mills for reminding us of them. "One of the big questions today," he assured an audience in New York City recently, "is whether American industry will end up the goat in the inevitable social and economic changes of the future. Of one thing we are certain. Should business find itself trapped, after everyone else has climbed out on its shoulders, I can assure you it will get little sympathy."

But Mr. Bullis really does not expect this to happen. He is too much of an optimist for that. He says it positively will not happen if business does more to take the offensive, by word and deed, for progressive American capitalism. He insists, however, that organized labor and government will also have to shoulder their responsibilities if American freedom and opportunity are to survive the corrosive effect of the pot-of-gold-at-the-end-of-every-rainbow philosophy "that has decoyed millions into the tangled jungle of Socialism." They will have to get out of the frame of mind with respect to business that makes them seem, in the light of recent action and attitude, so closely to resemble the fox.

Mr. Bullis sees no reason why this attitude should not change or be changed. He charges business management with its full share of the wish and the effort to bring this about. But he most properly charges labor and government with their great besetting sins against the business system that has constituted and still constitutes the only real social security of the American people.

"It is a premise of our democracy," he reminds us, "that government is the instrument of the people. Sometimes, though, the wiring on the board is short-circuited. In appearance it is still the instrument of the people, but its voice is too often that of the unscrupulous politician and demagogue . . . flailing business mercilessly . . . . This is unfortunate, because government as the people's servant has the first interest in a strong, progressive capitalism."

As for labor, management has come to regard its social consciousness as "cold and unreasoning, hidden under the thick shell of the business agent and the midnight oil of the bargaining table." But labor and capital are in the same boat on this trip. They are both the intended victims of the Socialism that creeps upon them to crush them together—to leave them both at the bottom of the well. The leveling action of Socialism "not only neutralizes freedom and the zest for production, but, as is shown by experience across the sea, it also reduces labor and capital to such impotence that neither can operate efficiently." When Socialism has destroyed business, it automatically has destroyed labor, and the state is then set for Communism.

It is not too late—though the hour is far advanced—for labor to consider the "end" toward which it "wends." There is time to pull out the goat and stuff Socialistic government down the well.

• • •

TUNG NUT SUPPORT IS NUTTY

THE U.S. Department of Agriculture announces that none of the 1,748 tons of tung nuts covered by purchase agreements under the 1949 price support program will be offered to Commodity Credit Corp. All tung nuts under purchase agreement were either sold by producers in commercial channels of trade or toll-crushed into oil for the producer's account.

Current market prices for tung oil are above the support price of 24.1¢ lb. If the market price continues near its present level, it is anticipated that most if not all of the 11,462,909 lb. tung oil now under purchase agreement will be sold by producers through regular trade channels. A considerable part of this total already has been sold commercially.

We have a foolish question to ask: Why establish and maintain at public cost a piece of undoubtedly expensive price support machinery for something that obviously needs no supporting?

SAFE VERTICAL STORAGE

Neff & Fry Storage Bins keep their contents safe from fire, storm, exposure, collapse, and theft. This is due to structural advantages which have proved their superiority in actual performance for 36 years.

The unique feature of N. & F. Storage Bins is the Super-Concrete Stave. With beaded and grooved edges and diagonal points, each stave interlocks with six adjoining ones. The horizontal joints are saw-toothed. Galvanized steel hoops around the joint areas impinge directly upon all the stave points.

The staves are formed under great pressure. They are dense in texture and have such high compression strength that superstructures are frequently built on top of N. & F. Bins without extra supports.

Shown in the photo is a 24-ft. dia. x 60-ft. high N. & F. Bin erected for Speer Carbon Co., Punxsutawney, Pa. It is used for storing calcined coke. Capacity is 475 tons.

Before you reach any conclusions on vertical storage structures, be sure to get all the facts about N. & F. Bins. Complete information will be gladly sent upon request.

The NEFF & FRY CO.
130 S. Main St.
CAMDEN, OHIO

NEFF & FRY STORAGE BINS

MARJORIE C. HUSTED SETS UP CONSULTANT SERVICE

MINNEAPOLIS — The establishment of an advertising and consumer relations consultant service, with headquarters in Minneapolis, has been announced by Mrs. Marjorie Child Husted. She will continue as consultant to the officers and executives of General Mills, Inc., but will serve other national advertisers and their advertising agencies in this field.

In addition to serving General Mills, Mrs. Husted, starting immediately, will serve in a consultant capacity two large advertising agencies—Batten, Barton, Durstine & Osborne, Inc., and Dancer-Fitzgerald-Sample, Inc.

Mrs. Marjorie Child Husted

Mrs. Husted is best known as the woman who directed the staff back of General Mills' "Betty Crocker" for 20 years.

Last year the Women's National Press Club of Washington accorded her the "Woman of the Year Award" for contributions in the field of business, and the Advertising Federation of America named her "Advertising Woman of the Year."

Mrs. Husted said that the importance of women in contemporary life is constantly increasing and that business, particularly advertising, must give more attention to the special wants and peculiar psychology of women.

"In such an approach, an objective outside point of view should be helpful," she said. "General Mills has become so convinced of the importance of this approach that they are willing to permit me to serve others also in this field."

—WHEAT IN THE STAFF OF LIFE—

AACC HEARS LECTURE

NEW YORK—In honor of ladies night, the April 4 meeting of the New York section, American Association of Cereal Chemists, was keyed in a lighter vein and a color film covering the growing, harvesting and processing of various essential oils was shown. Dr. Ernest Guenther, vice president and technical director of Fritzsche Brothers, Inc., gave the lecture and the film covered his travels through the West Indies, Mexico, South America and the U.S. At the section's meeting on May 2, Dr. Hugh K. Parker, director of flour research laboratory, Novadel-Agene Corp., Newark, N.J., will discuss "Some Considerations Regarding the Oxidation of Flours."

C. MACKPRANG JR.
Hamburg 36
Cable Address: Kornmackprang.
BRANCHES: Bremen • Hannover • Dusseldorf
Importers of
GRAIN, FEEDSTUFFS, PULSES
Own elevators: Port Hamburg, Kornhaus Suderelbe. Rethe-Speicher
Capacity: 1,000,000 bushels.

La Grange Flours . . .
whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.
This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.
You can depend on LA GRANGE FLOURS
LA GRANGE MILLS RED WING, MINNESOTA

MILLING ENGINEERS, INC.
Designers and Builders for the Grain Processing Industries
1911 Baltimore • Kansas City, Mo.

"DURAMBER" SEMOLINA
FANCY No. 1
Milled from Carefully Selected
AMBER DURUM WHEAT
AMBER MILLING DIVISION
Farmers Union Grain Terminal Association

MILL MUTUAL SERVICE
FOR POLICY HOLDERS
Mill Mutual Fire Prevention Bureau
608 West Madison St. Chicago, Ill.

New Mill Completed 1936
"SLOGAN"
A Bleached Flour for the Baker
CANADIAN MILL & ELEVATOR CO.
El Reno, Okla.

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

MILLFEED BROKERS
H. V. NOOTBAAR & CO.

Pfeffer Milling Company
Manufacturers of Pure High-Grade Winter Wheat Flour
Brands: Lebanon Bell, Flake White, Fluffy Ruffles
LEBANON, ILL.
Member Millers' National Federation
Capacity: 1,100 Sacks Daily

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

ANALYSES
FLOUR, FEED, WHEAT
THE MID-WEST LABORATORIES
COLUMBUS, OHIO

"DIAMOND D"
A High Grade Baker's Spring Patent
Milled Under Laboratory Control
From Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

The Rodney Milling Co.
15,000 Cwts. Capacity
Grain Storage 1,250,000 Bus.
KANSAS CITY, MISSOURI
"Heart of America" FLOUR
CHICAGO OFFICE
Kelly Flour Co., 919 N. Michigan Ave.
BOSTON OFFICE
Seaboard Allied Milling Corporation
1300 Statler Bldg.

American Ace
—A superior bread flour, milled in one of the West's very finest flour mills.
American Flours, Inc.
NEWTON, KANSAS

ACME — GOLD DRIFT
Better Bakery Flours
These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
Oklahoma City, Okla.

Mother Hubbard
Flour Hubbard Milling Co.

"CREMO"
Just the Cream of Hard Wheat
CROOKSTON MILLING CO.
CROOKSTON, MINN.

Evans Milling Co.
INDIANAPOLIS, IND., U.S.A.
Manufacturers Kiln Dried
WHITE CORN PRODUCTS
Capacity, 15,000 Bushels

Chickasha Milling Co.
Capacity 1500 sacks
CHICKASHA OKLA.
Cable Address "Washilla"
Manufacturers of High Grade Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

PIKES PEAK
BAKERY FLOURS
The Colorado Milling & Elevator Co.
General Offices: Denver, Colorado

"Whitewater Flour"
Ground Where the Best Wheat Is Grown
WHITEWATER FLOUR MILLS CO.
Whitewater, Kansas

CHARLES H. KENSER
Member Omaha Grain Exchange
MILLING WHEAT
MILLFEED • FLOUR
440 Omaha Grain Exchange
OMAHA, NEBRASKA

Film Premiere to Highlight AFMA Meeting May 11-12

CHICAGO—Hollywood glamor will be injected into the American Feed Manufacturers Assn., 42nd annual convention scheduled for the Stevens Hotel in Chicago May 11-12, according to Walter C. Berger, association president.

The bright lights, plush carpet and film dignitaries present will be counterparts of the grand premiere of the association's new motion picture, "The Growth of a Nation." The premiere will be staged in the grand ballroom of the Stevens May 11, in conjunction with an evening dinner program. Guests at the affair will include members of "The Growth of a Nation" cast, farm leaders, college representatives and members of the press and radio.

The grand premiere will supplement a streamlined two-day convention program which will be opened at 10 a.m. May 11 by Fred W. Thomas, chairman of the board of directors. Following a pattern established previously, daytime programs will be limited to two two-hour sessions.

The keynote speaker will be Wheeler McMillen, editor-in-chief of Farm Journal, the world's largest agricultural publication.

Dr. Raymond W. Miller, consultant to the Food and Agriculture Organization of the United Nations, will lend international color to the program in discussing the many aspects of an improved world agriculture. A former Californian, Dr. Miller has been a recipient of the American Council of Public Relations award for outstanding contribution to educational and scientific development of public relations.

Inspirational Speaker

Dr. C. Oscar Johnson, pastor of the Third Baptist Church in St. Louis, is another scheduled speaker of international recognition.

Paul W. Chapman, associate dean of agriculture, University of Georgia, is scheduled to discuss new frontiers for agriculture.

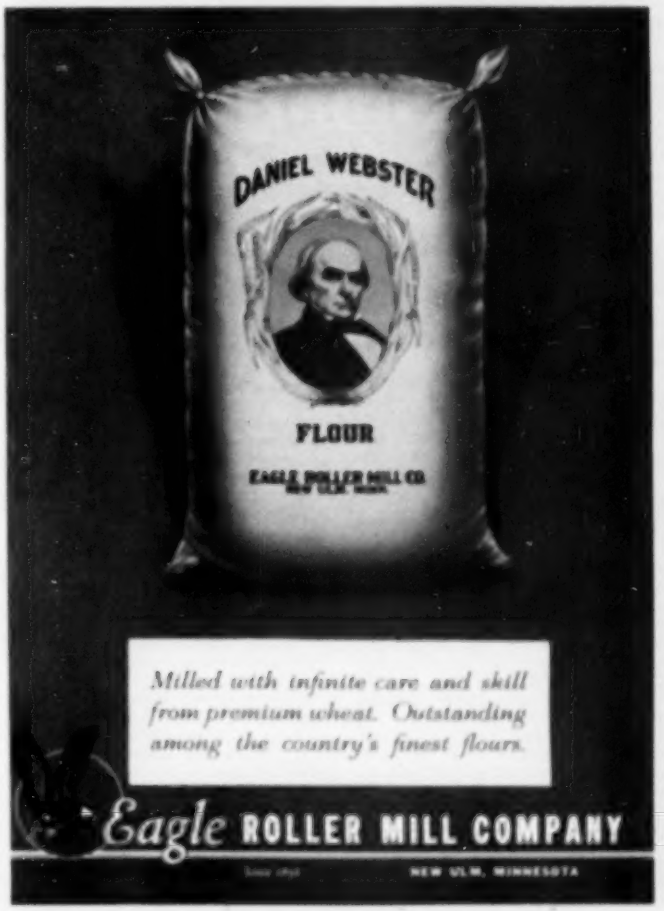
In rounding out the program, Paul Bagwell, past president of the U.S. Junior Chamber of Commerce, will present a challenge to young men in science and business. At present, Mr. Bagwell is head of the English department at Michigan State College.

Bruce A. Poundstone, president of the American Association of Feed Control Officials will discuss industry benefits from feed control work.

For the second consecutive year, the most recent recipients of the association's nutrition research awards will appear briefly on the program. Dr. P. R. Record, chairman of the Nutrition Council, will be in charge of a presentation ceremony which will give added recognition to Dr. T. S. Sutton, Ohio State University; Dr. James McGinnis, Washington State College, and Dr. J. L. Krider, University of Illinois, for their outstanding contribution to nutrition research.

In addition to the formal two-day program, pre-convention sessions will be staged by several groups. The annual meeting of the board of directors is scheduled for May 10. Thirty directors make up the board. In a mail ballot limited to active members of the association, 10 men will be elected for three-year terms to replace those whose terms expire.

SNOBUDDY
It's teamwork that counts in merchandising flour, just as it does in sports or any line of co-operative endeavor. That's the way we sell SNOBUDDY and we extend the maximum co-operation to the jobber in the way of sales assistance and merchandising plans. SNOBUDDY is tops in baking quality, too, and that's why sales efforts on this famous brand pay off so well for the jobber.
The WALNUT CREEK MILLING CO. • GREAT BEND, KANSAS
T. H. SHERWOOD, Vice President and General Manager



Milled with infinite care and skill from premium wheat. Outstanding among the country's finest flours.
Eagle ROLLER MILL COMPANY
NEW ULM, MINNESOTA

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO — The announcement that the initial price for wheat for the coming crop would be on the basis of $1.40 bu. as against the current $1.75 was disappointing to western farmers. They had expected some decline, but not so much. An initial price of $1.54 corresponding to the minimum set under the International Wheat Agreement would probably have been accepted without comment. The lowered price is not expected to have much influence upon farmers' seeding plans. The extent of land put into other crops which can be seeded later will depend more upon weather prevailing during May and the progress made in wheat seeding than upon price.

Farmers delivering wheat up to July 31 will be paid upon the basis of $1.75 bu., and as any wheat held over past that date will be paid for at the new price of $1.40 there will be the strongest possible incentive for most farmers to sweep their bins clean before that date. The farm carryover will probably be brought much lower than usual. Latest reports from western Canada indicate that moisture conditions are fair and that the wheat crop can be seeded with chances of a fair start. A couple of months ago some concern was felt over the dryness of the subsoil prevailing over the greater part of the wheat growing area. Heavy winter snowfalls, however, tended to alleviate fears that another long drouth period was in the making.

MILLERS' EARNINGS SHOW REDUCTION

Earnings of Canadian flour milling companies for the present fiscal year are expected to show substantial reductions from the previous year according to latest reports. Other types of business such as cereals, packaged foods and feeds, remain profitable and, in most cases, the profit which will be shown will depend on this business.

Export business is not only quiet but profit margin is cut. Volume of domestic business is better than last year but is very competitive because of the limited export business available. Price cutting has entered into this field so that profit margins here are suffering.

There is no indication of what is likely to happen after the end of the U.K. contract on July 31 this year but millers feel that the U.K. will take less than the 400,000 tons contracted for this crop year.

CANADIAN QUOTA UNDER IWA SURVEYED

Reports indicate that Canada has about 40 million bushels of her wheat quota under the International Wheat Agreement still to be sold before the end of this crop year to countries other than the U.K. This means that she must get calls for this within the next two months if she is to get the ceiling price of $1.98 bu. While there is little likelihood that Canada will be forced to unload at the floor price of $1.65 (Canadian) there is much more possibility that a good proportion of the quota may be sold considerably below the ceiling before the end of July.

So far Canada's main customers outside Britain have been Belgium, Switzerland, South Africa and Venezuela, accounting altogether for 20,884,000 bu.

The real testing time of the agreement is still ahead. It would appear that there has been a tendency to buy up as much of the soft currency wheat as was available under the quota. Australia during the month from Feb. 17 to March 17 sold 44 million bushels, most of it to India, while Canada sold 7 million of which 4 million were contract sales to the U.K. If, as indicated, the importing countries are holding back waiting for a weakening in the wheat market, it may be that eventually this in itself will cancel obligations to buy and sell under the agreement. Exporting countries are obviously not expected to hold stocks of wheat to meet quotas in a falling market while importing countries trade on being able to get their wheat at the floor price.

GROWTH OF CANADIAN ECONOMY CITED

The current monthly review of the Bank of Nova Scotia says that few countries have shown as rapid a growth during the present century as has Canada. The relative increase in Canada's population has been among the largest in the world; it is now 2½ times as great as it was in 1900. Its economy has grown in many directions. Evidence is to be seen in Canada's rise, in most cases from a minor or non-existent position 50 years ago, to that of a front-rank exporter of such commodities as wheat and flour, newsprint and pulp and of many other primary products and even of many manufactured goods.

In the light of available statistical material, says the review, it would appear that the total volume of agricultural output in 1949 was well over double that for 1900. Some 60 million acres in the prairie has been added to Canada's improved farm land since the beginning of the century, a vast increase in grain production has resulted and there is now a large agricultural population in the west.

EXTRACTION RATE UNDER DISCUSSION

Supporters of the demand for the reduction of the present British flour extraction rate of 85% are becoming more ambitious in their demands presented to the Ministry of Food. The millers have stated that they would be content with a reduction to 82½% as a start with the proviso that they would like to drop to 80% at a later date. The bakers, however, press for a reduction to 78% while farmers' representatives in the House of Commons mindful of the greater amount of millfeed which would be available, have mentioned a figure of 72%. Another member went even lower suggesting that the figure of 68% which, he stated, was operative in many mills before the war, should be adopted forthwith.

Maurice Webb, recently appointed food minister, who at a recent press conference ill advisedly expressed his own distaste for white bread, was more guarded in his replies to the latest agitation. He stated that he was anxious to please as many tastes as possible but was unable to meet the requests for the time being because the greater supplies of wheat required would have to be bought in Canada and the U.S. necessitating the expenditure of scarce dollar currency. It was this shortage of dollar purchasing power which precluded the government granting any relaxation.

SPILLERS, LTD., STOCK BOOST

Financial circles in London report a fair amount of activity in the ordinary and deferred stock units of Spillers, Ltd., the British flour milling organization in anticipation of the publication of the annual accounts in the near future. Arthur Whittaker, chairman of the company, and his fellow directors who include members of the well known Vernon family, is understood to be considering the issue of bonus shares. Last year Mr. Whittaker pointed out that the assets of the firm were entered in the balance sheet as the equivalent of $10,640,000 whereas they had been independently valued at $53,200,000. The group's net liquid assets are $18,480,000 against an issued capital of $11,620,000. Deferred shares currently quoted on the London stock market at $9.80 yield 5% on a dividend of 17½%.

Use of Imported Flour Reduced by U.K. Government

LONDON—A temporary shortage of imported flour in the U.K. has necessitated a government decision to reduce the admixture of that commodity with the home milled product. The rate of admixture was reduced from 10% to 7½% in all mills in England and Wales and from 15% to 12½% in all mills in Scotland and Northern Ireland. These percentages relate to the total product containing admixed flour.

The reduction in the use of imported flour reflects the drop in purchases in recent months. British imports from Aug. 1, 1949, through Feb. 28, 1950, totaled 2,105,000 sacks, compared with 3,275,000 sacks in the same period a year earlier. The reduction is more than 35%.

Canada provided the bulk of the imported flour shipments, the proportion being about 80%, Australia and the U.S. providing the balance. It is understood that offers of U.S. flour are still being considered by the Ministry of Food, and further deals are expected to be announced in the near future.

Grist Change

There has also been a slight alteration in the makeup of the grist which millers are compelled to use under government orders. The change applies to England and Wales but not to Scotland and Northern Ireland.

Hopes had been expressed by millers that the proportion of home grown wheat would be reduced, but authorities decided that the figure of 15%, imposed Feb. 6, must remain for the present. In some areas, however, notably those near the ports, millers will be allowed to use French wheat instead of home grown supplies. The proportion of Manitoba, standing at 65%, also remains unaltered.

The change is in the makeup of the balance of 20%, being the wheat imported from other sources. Hitherto, supplies from Australia have made up this proportion, but the drying up of supplies, due to the government's failure to come to terms with the Australians, has necessitated an alteration and U.S. wheat will be substituted. Australian wheat will return later in the year when the deal recently negotiated becomes effective.

CANADIAN EXPORTS AT 3,180,0000 BU. FOR WEEK

WINNIPEG—Export business in Canadian wheat and flour last week totaled 3,180,000 bu., with wheat making up the bulk of this total. The only sales of wheat recorded went to International Wheat Agreement countries, with the U.K. taking 1,997,000 bu., Egypt 370,000 and South Africa 306,000. Flour sales under the IWA totaled 462,000 bu. and were destined for Jamaica, the Philippines, Cuba, Trinidad, Dominican Republic, and the Belgian Congo. There were only four Class 2 countries reported sharing the sales of flour amounting to 45,000 and included Hong Kong, Barbados, Gold Coast and Venezuela.

EUROPEAN ROUNDUP

By George E. Swarbreck

JUTE SHORTAGE MAY EASE

The prevailing shortage of jute may ease in the near future, according to rumors circulating in British trade circles. It is understood that the government of Pakistan has agreed to supply one million bales of raw jute to the Indian jute mills in exchange for coal and jute cloth. If the report is correct it will make an immense difference to the whole industry as importing countries throughout the world are clamoring for larger supplies of jute cloth.

An agreement will be beneficial to both India and Pakistan as both countries are suffering from the prevailing economic war. While the deadlock continues consumers are making additional use of substitutes which may result in the permanent loss of some of the markets hitherto served.

Business in Dundee, Scotland, the British jute center, is reported to be quiet, not for lack of orders, but because manufacturers' order books are full and they are unable to take further contracts for delivery before June. The demand for 40- and 45-in. hessians cannot be met and these widths are likely to remain scarce for some months until shipments can be resumed from Calcutta.

A report reaching London indicates that the Persian government is proposing to increase its facilities for storing wheat. Recently a severe bread shortage developed due to the breakdown in wheat supplies and large amounts had to be imported at short notice. Adequate storage facilities are urgently required if a similar shortage is to be avoided in the future.

CANADIAN STOCKS OF WHEAT SHOW DECLINE

WINNIPEG—Supplies of Canadian wheat available for export and carry-over on March 1 this year amounted to 198,200,000 bu. showing a decrease of 19,900,000 bu. from last year's corresponding total of 218,100,000 bu., according to the Dominion Bureau of Statistics.

Exports of Canadian wheat and wheat flour in the first seven months of the current crop year—August to February—amounted to 131,600,000 bu. as compared with 116,600,000 in the similar period of 1948-49. Wheat exports in the period totaled 105,400,000 bu. compared with 86,100,000, and wheat flour exports in terms of wheat amounted to 26,200,000 bu. compared with 30,500,000.

Carry-over stocks at the start of the present crop year amounted to 102,400,000 bu. compared with 77,700,000 a year earlier. The new crop was estimated at 367,400,000 bu. compared with 386,300,000. With small imports of wheat and wheat flour added, the total supply amounted to 469,800,000 bu. as compared with 464,300,000.

Domestic requirements for the crop year were estimated at 140 million bushels compared with 129,600,000, and the quantity available for export or carryover in the crop year totaled 329,800,000 bu. compared with 334,700,000.

INCREASED VANCOUVER EXPORTS ANTICIPATED

VANCOUVER—Export shipments of grain for the 1949-50 crop year up to April 15 from this port totaled 42.5 million bushels, compared with only 32 million bushels in the same period last season. With the elevator position showing a material improvement and considerable overseas business now being negotiated, it is conservatively estimated that total shipments for the crop year will be well in excess of the 53 million bushels moved a year ago.

Some grain experts expect that the season clearances will be up 10% this year, while others place their estimates as high as 75 million bushels.

CANADIAN TONNAGE UP

TORONTO—Total cargo tonnage of Canadian national harbors in 1949 was 6% higher than in 1948 and revenues were up 10%, according to the 14th annual report of the National Harbors Board recently presented to parliament by the minister of transport. Operations resulted in a net deficit of $1,493,517 in 1949, an improvement of 27% over 1948. A large increase in grain shipping was an important factor in the improved showing. Flour shipping, however, showed a decided decline.

$2 BU. ASKED FOR WHEAT

WINNIPEG—A resolution, asking the federal government to pay $2 bu. for wheat delivered during the five-year pool period, on the basis No. 1 Northern Fort William, was passed by a meeting of the Saskatchewan Farmers' Union. Meeting in Saskatoon last week, the group stated that an alternative demand would be for complete investigations into the operations of the Wheat Board.

COST INDEX UP

WINNIPEG—Canada's cost of living index rose to an all time high of 163.7 points in the month of February, according to the Dominion Bureau of Statistics. This was an increase of 2.1 points over the January figure of 161.6. The previous record high was reached in July, 1949, when the figure was 162.8. In the food sub-index, an increase of 2.7 points was recorded, to raise the index from 201.3 in January, to 204 in February.

JAMES RICHARDSON & SONS
LIMITED
GRAIN MERCHANTS, SHIPPERS
AND EXPORTERS
• HEAD OFFICE — WINNIPEG, CANADA •
Domestic & Export Offices: TORONTO, MONTREAL, WINNIPEG, VANCOUVER & OTHER PRINCIPAL CITIES IN CANADA
CABLE ADDRESS "JAMESRICH"

QUALITY UNIFORMLY MAINTAINED SINCE 1887

Lake of the Woods Milling Co., Limited

Cable Address
"HASTINGS"
Montreal

ALL
CABLE CODES
USED

Makers of CANADIAN HARD SPRING WHEAT *Flour*

Owning and Operating
Wheat-Receiving Elevators in Manitoba,
Saskatchewan and Alberta

Mills at
Brantford, Keewatin, Medicine Hat

HEAD OFFICE: MONTREAL

WESTERN OFFICE: WINNIPEG

DAILY CAPACITY—2,000 CWT.
ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

ROBIN'S BEST FLOUR
The ROBINSON MILLING COMPANY
SALINA, KANSAS

Exceptional Bakery Flours
TWELVE-40 NO-RISK PLA-SAFE
THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS
Capacity 3,000 Cwts. Daily *Grain Storage 1,000,000 Bus.*

"ROCK RIVER" RYE "OLD TIMES" BUCKWHEAT
"BLODGETT'S"
RYE
All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1845
FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Bread Wrapper Features Pictures

The Banner Baking Co., Bloomington-Normal, Ill., of which C. L. Keith and his two sons, Charles F. and Cliff, Jr., are proprietors, has found a unique package advertising to be one of the best bread promotional methods of which they have knowledge.

The Keiths had opened the Banner Baking Co. in March, 1948, and had made considerable progress in securing business, but they were not satisfied and wanted to increase it further on a permanent basis.

From long experience in the baking business, the elder Keith knew that the more attractive the wrapper, the better the sales. He was a thorough believer in package advertising, and, while the bakery had an attractive package, he believed that it could be improved from a sales angle.

What he wanted was the best wrapper he could secure that would retain the flavor of "Banner Bread" and at the same time be distinctive enough to attract customers, not only from the grocer's shelves, but also at the point of greatest interest, the buyer's pantry.

Proud of the extremely sanitary condition of the plant and the uniformly high quality of the bread, he also wanted something that would carry this story direct to the customer.

The firm had some pictures taken of the plant for use in newspaper advertising and the ads had asked residents to visit the bakery and see the conditions under which the bread is made. Quite a number had responded to the invitation but the Keiths knew that the majority of housewives did not have time to visit the plant.

Therefore, they decided to carry the story directly into the home on every loaf of bread by means of the wrapper, utilizing the same pictures used in the newspaper advertising.

The selected wrapper has a white background and the designs and printing are in two colors, red and blue. A series of four plant pictures, used alternately with the picture itself in blue and the border in red, is printed directly on the wrapper. Under each picture appears an appropriate caption.

The first picture shows the exterior of the clean-looking brick plant and the equally clean, attractive trucks in which the bread is delivered to the retail outlets. The caption describes these as follows: "Clean—light—airy is our baking plant with modern delivery trucks to rush fresh Banner Bread to your grocer each morning."

The second picture in the series is that of the mixer and here again the extreme sanitation of the plant is stressed in the caption: "Immaculate cleanliness—practical knowledge produces this smooth, creamy dough for Banner Bread."

Third, is the picture of the big oven and the message to customers in caption form is: "The acme of perfection in bake ovens is your assurance of a well baked loaf of Banner Bread with its honey golden crust."

The last picture shows the slicing and wrapping operations with the caption: "Slicing and wrapping Banner Bread is important for your convenience and protection. We invite you to come in and see this machine in operation."

The newspaper ads tie in with the unique wrapper advertising. In addition to the four pictures that appear

"Hunter's CREAM"
The Oldest Flour Brand in Kansas
that for more than seventy years has stood at the very top of the fine quality list.
The Hunter Milling Co.
Wellington, Kansas

IT'S BIN AGED
Flour from this mill comes to you fully aged — ready to use
ATKINSON MILLING CO.
MINNEAPOLIS, MINNESOTA

TOPPER
FLAMING ARROW
BIG BOY
Three Superior Bakery Flours
Precision Milled for Precision Baking
Moore-Lowry Flour Mills Co.
Board of Trade Bldg. Kansas City, Mo.

King Milling Company
High Grade Michigan Soft Wheat Flour, Plain and Self-Rising
Successful Millers for Fifty Years
LOWELL, MICHIGAN

DAVIS-NOLAND-MERRILL GRAIN CO.
KANSAS CITY — MISSOURI

STANDARD MILLING COMPANY
Millers of
• CERESOTA • ARISTOS
BAKERY FLOURS

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

ALFALFA MEAL
Sun-Cured and Dehydrated
NATIONAL ALFALFA DEHYDRATING & MILLING CO.
Lamar, Colo. St. Louis, Mo.

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

PICTURE WRAPPER—Each loaf of "Banner Bread" carries a picture of one of the operations in the bakery where it is produced. The wrapper shown above features a picture of the slicing and wrapping operations.

on the wrapper, the ads also show a wrapped loaf of "Banner Bread" on which one of the plant pictures is prominent, and under the loaf the caption: "You see how the bread is made right on the wrapper."

The picture wrappers have been very instrumental in increasing sales of "Banner Bread." The constant repetition of each loaf at the point of greatest interest cannot help but instil in the customer's mind the necessity of asking for "Banner Bread."

COOKY SALES DISCUSSED

PITTSBURGH — "You can catch bigger sales with better cookies," Thomas R. Freer, General Mills, Inc., Minneapolis, told 80 members of the Greater Pittsburgh Production Men's Club April 5. Four films demonstrating cooky making and fermentation were shown. To both retail and wholesale bakers the speaker outlined sales tips and formulas for increased cooky sales.

CANADIAN LIVING COST UP

TORONTO—The cost-of-living index in Canada reached an all-time high in February at 163.7 points compared with 161.6 in January and the previous high of 162.8 in July, 1949. Initiated by the recent boosts in federal rent ceilings the rent sub-index made the biggest jump. The food-sub-group, biggest single factor in the barometer's movements, climbed 2.7 points from 201.3 to 204. Food hikes mirrored a general stiffening of food prices. The index of Canadian farm product prices at wholesale level also moved higher by 2 points from 145.3 to 147.3.

Mrs. C. O. Swanson Gives $500 to Fund for Memorial Library

MANHATTAN, KANSAS—Mrs. C. O. Swanson, widow of the late Dr. C. O. Swanson who established the department of milling industry at Kansas State College, has contributed $500 to the milling school's Swanson Memorial Library Fund.

Dr. J. A. Shellenberger, head of the milling school, said Mrs. Swanson's contribution was forwarded to Jess B. Smith, president of the Kansas Wheat Improvement Assn., to be added to funds already in his possession. Dr. Shellenberger explained that space will be available in the future to set aside a room for the library. Plans are being made, he added, to develop the library into one of the world's best collection of books and other material dealing with milling technology and related subjects.

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Special Service to Flour Mills on Export and Domestic Ocean and Lake Insurance and Transportation
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Canadian Hard and Winter Wheat Flour
"GOLD STAR" • "EXCELLENCE" • "ROSELAND" • "MAGIC"
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LARGEST FLOUR MILLERS AND EXPORTERS
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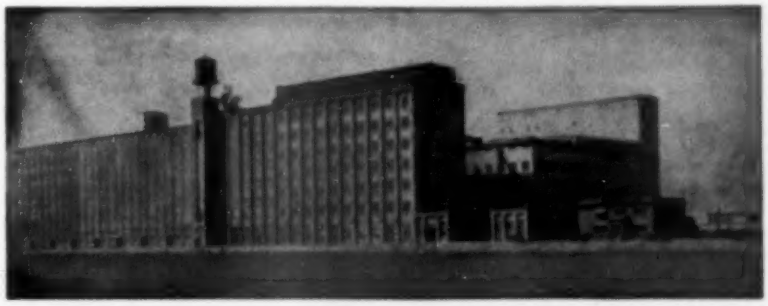

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WINTER WHEAT FLOURS
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Our stocks are analyzed for baking strength. They're carefully and personally selected — binned according to variety.

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BOARD OF TRADE BUILDING KANSAS CITY 6, MISSOURI

104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:

HUMMER—Spring Hi-Gluten
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BEST PATENT—Standard Spring Patent
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STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

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MILLERS OF
WHEAT and RYE

FAMILY FLOUR BAKERY FLOUR CRACKER FLOUR

All Grades
RYE FLOUR
1000 cwts. Flour—250 cwts. Meal
GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

STRATTON GRAIN COMPANY
GRAIN AND FEED MERCHANTS
MILWAUKEE, WISCONSIN
CHICAGO, ILL. ST. JOSEPH, MO. NEW YORK, N. Y.

Brannan Promises Use of Private Trade Channels

ST. PAUL—Charles F. Brannan, secretary of agriculture last week repeated assurances that the government will use private trade channels as far as possible in the handling of government-owned grain.

Secretary Brannan and Frank K. Woolley, a director of the Commodity Credit Corp., said at a conference of Minnesota committeemen of the Production and Marketing Administration that the government does not plan to put the private grain trade "out of business."

Mr. Brannan told a press conference that USDA is going to try to handle its grain in the most efficient way possible. He added, however, that the government intends to follow the directive that it permit the private trade to handle marketing of grain as far as possible.

Mr. Woolley, who spoke in place of Ralph Trigg, PMA administrator, acknowledged that many in private trade feel CCC is not using the trade's facilities when they are reasonably available.

He said CCC has used all storage facilities the trade has made available and now is encouraging construction of additional storage through a storage guarantee payment.

However, he said, the government "has refused to pay the cash commission merchants a sales fee when they haven't sold any grain."

Mr. Brannan, in his speech before the 8,000 farmers present, renewed his campaign for adoption of his farm plan. He also answered charges made against the plan by Allan B. Kline, president of the American Farm Bureau Federation.

Mr. Brannan said his plan would involve less interference with markets, business or farmers than the present farm law. He also said costs would be less under his plan and he dismissed as absurd the $18 and $19 billion estimates he said have been "trumped up."

ENTERTAINMENT OUTLINED FOR FLOUR GROUP MEETING

NASHVILLE—Some of the entertainment features of the 16th annual meeting of the Self-Rising Flour Institute, Inc., have been outlined by Allen R. Cornelius, secretary, Nashville. The meeting will be held April 21-22 at the White House, Biloxi, Miss.

On the evening of April 21, institute members will be guests of allied members at a cocktail party at the Buena Vista Hotel, followed by a seafood jamboree buffet dinner.

Available to members during the entire meeting will be a yacht which will be used for an informal boat trip the evening of April 21 and for a boat trip April 22 which will include a stop at Sea Island for swimming and a picnic lunch aboard the yacht.

PLENTIFUL FOODS

WASHINGTON—Foods which offer an opportunity for tie-in sales of flour are among those on the U.S. Department of Agriculture's "plentiful" list for May. Manufactured dairy products and fruits such as canned peaches and raisins which can be used in baking are included.

FLOURS TO FIT EVERY FORMULA

* Hard Spring Wheat
* Hard Winter Wheat
* 100% Whole Wheat
* Cake Flours
* Pastry Flours

A COMPLETE FLOUR SERVICE

RUSSELL-MILLER MILLING CO.
MINNEAPOLIS 1, MINN.
Millers of Occident, American Beauty and Other Bakery Flours

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White Crest Red Crest
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MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND. NORFOLK, VA.

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

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MILLING WHEAT
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KANSAS CITY, MO.

Indonesia as a Potential Wheat Flour Market

WASHINGTON—A preliminary report on Indonesia as a potential wheat flour market has been prepared by the Office of Foreign Agricultural Relations on the basis of information gathered by the Far East Grain Mission, which went to the Orient to survey market possibilities for U.S. grain and grain products. The report follows.

Indonesia, formerly the Netherlands East Indies, consists of numerous islands having a total area of 737,000 square miles, approximately one fourth of the area of the continental U.S. The present population is estimated to be 77 million persons, of whom about 97.5% are natives of a number of races, differing with respect to language and other characteristics.

Java and Madura comprise less than 10% of the total area but have more than two thirds of the total population. In 1938 these two islands contained about 62% of the 42 million acres under cultivation in the archipelago. Approximately 73% of the 30 million acres planted to food crops was in these two islands. In spite of a population density calculated as 0.44 acre of food cropland per capita, these two islands were exporters of rice and corn to other areas of the islands before the war.

Growing Demand

Although rice, corn and cassava are the three staples which form the bulk of the Indonesian diet, there is a growing demand for bread and other wheat products, particularly in the cities. Bread, noodles and a variety of sweet biscuits were formerly eaten almost exclusively by the European and Chinese populations. Since the European plantation operator could buy a large portion of the food for his laborers locally, and since it was relatively more simple to buy rice than other imported foods, a large portion of the Indonesian population had no acquaintance with bread or other wheat products. In those areas where the native has had an opportunity to obtain such products, the customer reaction is definitely favorable.

Agricultural production is the principal basis of the Indonesian economy, with more than 70% of those in recognized trades being engaged in agriculture. The agricultural economy falls in two sharply distinguished types: small scale native farming and large scale European farming. Practically the entire output of the large scale operations (rubber, tea, sugar, leaf tobacco, palm oil and cinchona) is intended for export, while that of the native farms is food crop production for home consumption and rubber, copra, pepper, essential oils, kapok and coffee for export.

Imports Necessary

In normal prewar periods, Indonesia produced enough rice, corn, sweet potatoes, peanuts and soybeans for domestic consumption. During the postwar period rice production has not returned to prewar levels, and this fact together with a net population increase has necessitated imports of rice and other foodstuffs. Since about 85% of the people depend mainly upon rice as their main item of diet and because of the position

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All Types Cleaners for Bakers, Blenders, Dog Food Manufacturers
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An EXTRA HOUR OF DOUGH STABILITY with WISDOM BRAND FLOUR

A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

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PERCY KENT BAG COMPANY, INC.
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Oldest Established Manufacturers of
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of agriculture in the national economy, vigorous efforts to increase the production of rice and other food resources have been maintained. The attainment of national self-sufficiency in food production has a very high priority in the program of the government.

The Netherlands government had supported a broad agricultural research program and had accumulated a substantial literature on the scientific and technological aspects of agriculture in Indonesia. Among the other requirements for substantial increases in food crop production are: (1) the restoration of neglected and damaged irrigation works to their prewar level of efficiency, (2) the expansion of irrigated areas by additional irrigation projects, (3) the improvement of agricultural practice by the peasant farmer.

The first of these has been substantially accomplished and the present food crop production is estimated at 85 to 90% of requirements. The second point, relating to additional irrigation projects, requires capital investment on a large scale. Such capital outlays were not readily realized under the Netherlands regime and the new independent government may not find their procurement any simpler. As in all other areas, the problem of qualified extension personnel and the resistance of cultivators to new ideas in methods and varieties tends to restrict increased production. Even though the government of Indonesia has set as one of its goals the self-sufficiency in foodstuffs, the combined effects of incomplete realization of projected means may postpone achievement of this goal. In the interim, the food supply will need to be augmented by imports of rice and other foods.

Government Control

Flour imports are under government control, the quantity imported being based upon the requirements of the army and a bread ration to certain income brackets of the population. No provision is made in the import control for the flour requirements of the biscuit and noodle makers, broken sacks and "sweepings" being allocated to these groups. In spite of the restrictions imposed by the control board, a substantial business is being conducted in biscuit and in sweet baked goods. Inquiry as

(Continued on page 41)

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Company Limited
MILL AT SASKATOON, SASK., CANADA
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CEREAL CUTTERS
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Standard the world over for cutting small grains, wheat, hulled oats, etc.
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Over 600 Elevators in Manitoba, Saskatchewan and Alberta.
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Grain and
Feeds
Exporters
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THE OGILVIE FLOUR MILLS CO., LIMITED
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MILLS AT: MONTREAL - FORT WILLIAM - WINNIPEG
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CABLE ADDRESS: OGILVIE MONTREAL - ALL CODES USED
HEAD OFFICE: MONTREAL
OF-48NM

MOSTLY PERSONAL

Mr. and Mrs. Herman Van den Bergh of The Hague, Holland, announced the birth of a son, **Robert Frederik**, April 10. Mr. Van den Bergh is a member of the flour importing firm of N. V. Gebrs. Van den Bergh's Koninklijke Fabrieken, Rotterdam.

●

Mr. and Mrs. Paul Uhlmann returned to Kansas City last week after a two-month tour of Europe and the Mediterranean. Mr. Uhlmann is president of the Valley Grain Co., Kansas City.

●

Erich B. Reimer, president, Interstate Grain Corp., Kansas City and **Mrs. Reimer** are sailing from New York April 22 on the Queen Mary for a combined vacation and business trip to Europe. The first destination of the Reimers is Paris. They expect to be back in Kansas City around June 1.

●

Ace R. Cory, assistant manager of the Cargill, Inc., branch at Toledo and Maumee, Ohio, has been elected a member of the Toledo Board of Trade.

●

Paul T. Rothwell, Boston, president Bay State Milling Co., Winona, Minn., paid a brief visit to the New York Produce Exchange Building recently. He was the guest of **Francis M. Franco**, the mill's representative in the metropolitan area.

●

George Maas, divisional sales manager, King Midas Flour Mills, Minneapolis office, stopped at the mill's New York headquarters while on vacation in the East with his family.

●

Charles B. Moore, executive vice president, Wichita (Kansas) Flour Mills Co., has returned from Bell, Cal., where he was called by the sudden death of his sister, Miss Ula Moore.

●

William Wolfarth, Cushman Baking Co., Miami, Fla., recently visited Mexico City in his capacity as mayor of Miami as a guest of the Mexican government. He flew to the Mexican capital aboard an Aerovias guest plane to participate in the opening of the Mexican Spring Festival April 15.

●

H. W. Applegate, vice president, Mennel Milling Co., Toledo, and **Mrs. Applegate**, are on a two-week vacation in New York and other points.

●

Mark N. Mennel, chairman of the board, Mennel Milling Co., Toledo, and **Mrs. Mennel** have returned from a month's vacation in California.

●

M. C. Sauer, Oklahoma City, sales manager of the southwestern division of General Mills, Inc., is on a brief vacation in Kansas City.

●

John S. Pillsbury, chairman of the board, Pillsbury Mills, Inc., Minneapolis, stopped off briefly at the New York offices on his way home from Florida. Other recent Pillsbury visitors in New York were **Dewey Sampson**, director, bakery mix sales; **A. L. Borer**, director of bakery mix service; **Paul S. Gerot**, president, grocery products division, and **Ward Stevenson**, public relations manager.

●

Among Texas millers who testified at the Interstate Commerce Commission rate hearing in Kansas City last week were **W. P. Bomar**, president, Bewley Mills, Inc., Fort Worth, and **R. T. Baker**, vice president, Universal Mills, Fort Worth.

●

John B. Wall, vice president and sales manager, Wall-Rogalsky Milling Co., McPherson, Kansas, was calling on the trade in the Southeast last week.

●

James G. Webster, New York flour broker, and his family spent the recent holidays in Washington.

●

Approximately 50 Kansas City Feed Club members entertained their wives at a dinner party at the Bellerive Hotel April 12. President of the club is **Richard Myers**, Rodney Milling Co. In charge of entertainment was **Henry Quimby**, Chase Bag Co.

●

Sam P. Wallingford, president, the Sam P. Wallingford Grain Corp., Wichita, and **Mrs. Wallingford**, who sailed Jan. 28 on the S.S. Britannica, have returned from a trip which took them to Egypt, Turkey, Greece, the Holy Land, Switzerland, Italy, England and France.

●

Kent Greene, Harris Milling Co., Mt. Pleasant, Ill., visited the offices of the Millers National Federation recently.

●

Gaylord J. Stone, president and general manager of Universal Mills, Fort Worth, is vacationing in Ft. Lauderdale, Fla., on the yacht of **Ward King** of Kingsport, Tenn.

●

W. V. VanSceyk, chief chemist for Valier & Spies Milling Company, St. Louis, is spending his vacation at Pasadena, Cal.

●

Charles E. Forsberg, president of the Altstadt & Langlas Baking Co., Waterloo, Iowa, is vacationing at the Vinoy Park Hotel in St. Petersburg, Fla. He flew to Florida immediately following the recent convention of the Iowa Bakers Assn. at which he was elected president of the Iowa group.

●

R. J. Lawrence, sales manager, family flour division, Kansas Milling Co., Wichita, is on an extended business trip in the southeastern states.

●

Morris Coover, the Kinsley, Kansas, clothing merchant who has been the prime mover in a growing campaign for a greater wheat content in bread, was a Hutchinson (Kansas) Board of Trade visitor last week. He admitted he is toying with the idea of becoming a candidate for the Democratic nomination in Kansas for the U.S. Senate.

●

Miss Mildred Gladstone of David Coleman, Inc., New York flour distributor, is vacationing at Grove Park Inn, Asheville, N.C.

●

Earl E. Duesenberg, head of the Central Flour & Feed Co., Des Moines, and general grand high priest of the general grand chapter of Royal Arch Masons, left recently on an inspection tour which will take six weeks. Following a Masonic meeting in San Francisco, Cal., he will go by plane to Honolulu. Upon his return he will attend Masonic meetings in Regina and Saskatchewan, Canada, and Spokane, Wash. His jurisdiction includes chapters in North America, Canada, Mexico, Alaska and islands of the Pacific.

●

Acme Flour Mills Co., Oklahoma City had as recent visitors **Malcolm Butler** and **Dudley Goolsby**, flour merchants of Idabel, Okla.

●

Leslie N. Perrin, president, General Mills, Inc., Minneapolis, who is visiting the company's various plants, last week was at plants in Louisville and Hopkinsville, Ky. Mr. Perrin is presenting a new company flag to employees at each plant.

●

Glen B. Fretz, manager of branches, Kansas Milling Co., Wichita, has returned from a call upon branches at Shreveport, La., and Tulsa.

●

David S. Jackman, Sr., vice president, treasurer and general manager, Kansas Milling Co., Wichita, is on a business trip to New York City and Washington, D.C.

●

The Great Bend (Kansas) Milling Co., a unit of Flour Mills of America, Inc., Kansas City, has announced that **Hal Hunter**, assistant manager until last September, has come from Kansas City to carry on until a new manager is named to replace A. D. Creech, who died recently.

●

Carl F. Stroehmann, president and general manager of Stroehmann Bros. Co., bakers, spoke on "The Romance of Bread" at a recent Kiwanis Club meeting in Williamsport, Pa. Mr. Stroehmann discussed the history and development of bread making, with special reference to the past 40 years.

●

Walter Van de Kamp, vice president of Van de Kamp's Holland Dutch Bakeries, Inc., Los Angeles, is honeymooning in Bermuda following an Easter Sunday wedding to **Mrs. Virginia Dix**, widow of the film star, Richard Dix. **Richard Van de Kamp**, also of the baking firm, was the groom's best man at the ceremony.

Thomas Burr Osborne Medal Award to Be Presented to Dr. W. F. Geddes

Dr. W. F. Geddes

CHICAGO—Dr. W. F. Geddes, chief of the division of agricultural biochemistry, University of Minnesota, has been selected by the American Association of Cereal Chemists as the eighth recipient of the Thomas Burr Osborne Medal.

The presentation will be made May 18 during the association's annual meeting to be held at Hotel Sheraton, May 15-19.

The award, highest conferred by the association, was established in 1926 and is made in recognition of outstanding contributions to the knowledge of cereal chemistry. Selection of the recipient is made by a committee of AACC members.

Dr. Geddes has been associated with the University of Minnesota since 1938, prior to which time he was affiliated with industry, the University of Manitoba and the Grain Research Laboratory, Winnipeg, Man., in his native Canada.

In his various capacities he has worked on the problems of experimental baking and has published many papers dealing with the science of baking. As chairman of the Committee on Standardization of the Experimental Baking Test of AACC and as editor of "Cereal Chemistry," official publication of the association, he has been a real influence in the development of the scientific literature of the baking industry. As a member of the Committee on Food Research of the Office of the Quartermaster General, U.S. Army, he worked on army baking and has been closely identified with studies on bread staling.

He has held many important posts in food technology organizations, both in this country and Canada. He has received the Coronation Medal, King George VI, and was voted one of the top 10 agricultural and food chemists in the U.S. in 1947.

FEBRUARY FLOUR PRODUCTION DOWN 8% FROM JANUARY TOTAL

Bureau of the Census Reports Output at 17,705,000 Sacks; Activity Estimated at 65.7% of Capacity; Wheat Grindings Total 41.2 Million Bushels

WASHINGTON—Wheat flour production during February, 1950, is estimated by the Bureau of the Census as 17,705,000 sacks, a decline of 8% from the January total of 19,165,000 sacks and 11% below the February, 1949, total of 19,969,000 sacks.

Flour mills in the U.S. operated at 65.7% of capacity in February, the Census Bureau reported in its estimate published April 13.

Wheat grindings in February amounted to 41.2 million bushels compared with 44.6 million bushels in January and 45.8 million bushels in February, 1949. Millfeed output during February, 1950, is estimated at 355,951 tons. Flour extraction rate during the month was 71.7%.

A study of production totals of the principal flour milling states discloses that mills in New York state showed a decline of 12% during February. The total output for the month by mills in that state was 2,221,000 sacks compared with 2,530,000 sacks for January. Mills in Oklahoma showed a drop of 14% from 884,000 sacks in January to 757,000 sacks in February.

Output in Kansas and Minnesota was down 7% and mills in Missouri showed a drop of 6%.

Four states, Colorado, Indiana, Michigan and North Dakota, showed increases in February as compared with January. Indiana mills, which produced 182,000 sacks during January, increased their output to 282,000 sacks during February, a gain of about 40%.

The Census Bureau said these figures represent the production of all commercial flour mills in the U.S. About 96% of the totals are reported by the 400 largest mills and the balance of the production is estimated. The estimated portion is derived from an annual survey of the smaller mills.

Detailed statistics for flour output during February, with comparisons appear in column 1.

FEBRUARY FLOUR PRODUCTION

Flour production by states in the U.S. for February, 1950, with comparisons, as reported by the Bureau of Census, U.S. Department of Commerce (in sacks, 000's omitted):

State—	Feb., 1950	Jan., 1950	Monthly avg. 1949	Monthly avg. 1948
California	[illegible]	[illegible]	[illegible]	[illegible]
Colorado	[illegible]	[illegible]	[illegible]	[illegible]
Illinois	[illegible]	[illegible]	[illegible]	[illegible]
Indiana	[illegible]	[illegible]	[illegible]	[illegible]
Kansas	[illegible]	[illegible]	[illegible]	[illegible]
Michigan	[illegible]	[illegible]	[illegible]	[illegible]
Minnesota	[illegible]	[illegible]	[illegible]	[illegible]
Missouri	[illegible]	[illegible]	[illegible]	[illegible]
Montana	[illegible]	[illegible]	[illegible]	[illegible]
Nebraska	[illegible]	[illegible]	[illegible]	[illegible]
New York	[illegible]	[illegible]	[illegible]	[illegible]
North Dakota	[illegible]	[illegible]	[illegible]	[illegible]
Ohio	[illegible]	[illegible]	[illegible]	[illegible]
Oklahoma	[illegible]	[illegible]	[illegible]	[illegible]
Oregon	[illegible]	[illegible]	[illegible]	[illegible]
Texas	[illegible]	[illegible]	[illegible]	[illegible]
Utah	[illegible]	[illegible]	[illegible]	[illegible]
Washington	[illegible]	[illegible]	[illegible]	[illegible]
Wisconsin	[illegible]	[illegible]	[illegible]	[illegible]
Other states	[illegible]	[illegible]	[illegible]	[illegible]
Total	[illegible]	[illegible]	[illegible]	[illegible]

Data for 1948 represent actual production as reported by all commercial mills regardless of size; those for 1949 are estimated, based on reports from mills with a daily capacity of over 400 sacks. Estimates are shown only for states in which the mills reporting each month accounted for more than 95% of the total production during the year ended Dec. 31, 1948.

REMANDED FOR TRIAL

WINNIPEG—At Calgary recently, six baking concerns in western Canada and one trade association were remanded for trial on a charge of combining to lessen competition in the baking industry in western Canada. This came at the conclusion of a 13-day preliminary hearing. The defendants at the preliminary hearing were: McGavin Bakeries, Ltd., Winnipeg; McGavin, Ltd., Vancouver; McGavin, Ltd., Edmonton; Canadian Bakeries, Ltd., Calgary; Weston's Bread and Cake (Canada), Ltd., Winnipeg; Edmonton City Baking, Ltd., and the Bakery Employers Association of Alberta (formerly the Alberta Master Bakers Assn.).

Tie-ins with Related Foods Planned in Bakers' Ad Program

CHICAGO—Boosting sales through related food item tie-ins is the national theme of the Bakers of America Program in its 1950 advertising campaign.

In planning this program—the biggest in the history of the baking industry—the bakers of America, through their emblem, have assumed the role of partners with grocers, manufacturers and other retailers to increase bakery foods as well as related products sales on a national as well as local basis. With the initial ad slated to appear in national and trade magazines in June, virtually everyone in the nation will be aware of the baking industry's related food campaign, Walter H. Hopkins, director of the Bakers of America Program, stated.

"Combining advertising and editorial treatment of bread and bakery foods as related with other foods, the campaign has all indication of being the largest ever gotten under way in the U.S.," Mr. Hopkins reported. "Not one media has been overlooked in bringing to the public's attention that bread and bakery foods, as related with other eatables, are typical American dishes, everyday American products immensely enjoyed by everyone from grandfather and grandmother to grandson and granddaughter.

"Many of the leading nationally-read magazines have or are contemplating taking up the theme of 'buy it baked . . . it is easier . . . it is better . . . it is cheaper.' The bakers at long last are being appreciated for the services they render the American public, that of helping to provide an appetizing and nourishing meal at reasonable cost."

All bakers and grocers are being provided with a specially prepared kit, one which explains in minute detail, the advantages of bread sales and bakery foods tie-in promotions for increasing sales of all items sold through the grocers and food stores in America. Editorial treatment by the daily press, radio, television, national consumer and trade publications of bread, bakery foods and the "related eatable program" is gaining momentum.

"Sale potentialities, especially when bread is combined with related items providing typical American dishes at a reasonable cost, will grow and grow and grow," Mr. Hopkins said.

Look Publishes Article

Recently, to bear out this phase, Look published an article entitled, "Bread: This is the American loaf—its significance grows and grows . . . ."

Discussing the bakers' program, Mr. Hopkins declared:

"There will always be a continued effort on the part of the Bakers of America Program to create a stronger relationship between the baker's customer, the dealer, and the dealer's customer, the public. We will endeavor to create a greater atmosphere of prosperity for this, one of our greatest industries, the typical American bakers, who produce our favorite food—bread and bakery products."

Millfeed Receipts and Shipments

Receipts and shipments of millfeed at the principal distributing centers for the week ending April 15, in tons, with comparisons:

	Receipts 1950	Receipts 1949	Shipments 1950	Shipments 1949
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]

Interstate Firm Adds to Capacity at Ft. Worth Plant

FT. WORTH—Completion of an extensive addition to the properties of the Interstate Grain Corp. elevator gives the structure a total capacity of 2 million bushels. A new office building and a new maintenance shop were included in the expansion project.

The Ft. Worth terminal elevator is the newest of its type in the country and is equipped with the new model machinery capable of rapid grain handling. Samuel Muir and James Meyers are co-managers of the company's Ft. Worth operations.

The Interstate firm owns approximately 7 million bushels of grain storage capacity at various points in the Southwest. Headquarters of the firm are in Kansas City with branch offices in Omaha and Ft. Worth. Erich B. Reiner is president of the company and Warren Howard is vice president and Omaha manager.

KROGER SALES REPORTED

CINCINNATI—Sales of the Kroger Co. for the third four-week period ending March 25, 1950, totaled $64,325,318, a small decrease from sales of $64,633,726 for the four-week period a year ago. Cumulative sales for the three periods of 1950 totaled $186,719,681, a 2% decrease from sales of $190,414,562 for the same three periods last year.

U. S. RYE FLOUR OUTPUT GAINS 5% IN FEBRUARY

WASHINGTON—Rye flour produced during February, 1950, by mills reporting to the Bureau of the Census amounted to 164,000 sacks, a gain of 7,000 sacks over the 157,000 sack total reported for January, 1950. The gain amounted to about 5% over the January total.

The monthly average production during 1949 was 177,000 sacks.

Rye offal produced during February amounted to 1,996 tons. Rye grindings totaled 368,000 bu.

Detailed statistics on rye flour production in the U.S. during February, 1950, with comparisons, follow:

RYE FLOUR PRODUCTION

Production of rye flour in the U.S. as reported by the Bureau of the Census of the U.S. Department of Commerce:

Month	Grain ground, bu.	Flour output, sacks	Offal produced, tons
	—000's omitted—		
1950—			
February	[illegible]	[illegible]	[illegible]
January	[illegible]	[illegible]	[illegible]
1949—			
December	[illegible]	[illegible]	[illegible]
November	[illegible]	[illegible]	[illegible]
October	[illegible]	[illegible]	[illegible]
September	[illegible]	[illegible]	[illegible]
August	[illegible]	[illegible]	[illegible]
July	[illegible]	[illegible]	[illegible]
June	[illegible]	[illegible]	[illegible]
May	[illegible]	[illegible]	[illegible]
April	[illegible]	[illegible]	[illegible]
March	[illegible]	[illegible]	[illegible]
February	[illegible]	[illegible]	[illegible]
January	[illegible]	[illegible]	[illegible]
Total, 1949	[illegible]	[illegible]	[illegible]
1948—			
December	[illegible]	[illegible]	[illegible]
November	[illegible]	[illegible]	[illegible]
October	[illegible]	[illegible]	[illegible]
September	[illegible]	[illegible]	[illegible]
August	[illegible]	[illegible]	[illegible]
July	[illegible]	[illegible]	[illegible]
June	[illegible]	[illegible]	[illegible]
May	[illegible]	[illegible]	[illegible]
April	[illegible]	[illegible]	[illegible]
March	[illegible]	[illegible]	[illegible]
February	[illegible]	[illegible]	[illegible]
January	[illegible]	[illegible]	[illegible]
Total, 1948	[illegible]	[illegible]	[illegible]
1947	[illegible]	[illegible]	[illegible]
1946	[illegible]	[illegible]	[illegible]
1945	[illegible]	[illegible]	[illegible]

CENSUS REPORT ON FLOUR AND FEED OUTPUT

Wheat flour production in the U.S. as reported by the Bureau of the Census of the U.S. Department of Commerce:

Month	Wheat ground* (1,000 bu.)	Production: Wheat flour (1,000 sacks)	Production: Offal (tons)	Daily 24-hour capacity in wheat flour† (1,000 sacks)	Wheat flour production as % of capacity‡	Average lb. of wheat per sack of flour	Average lb. of offal per sack of flour	Flour extraction rate§ (%)
1950—								
February	[illegible]	17,705	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
January	[illegible]	19,165	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1949—								
December	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
November	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
October	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
September	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
August	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
July	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
June	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
March	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
February	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
January	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Data represent production of all commercial mills. Data for 1949 include estimates for mills not reporting on a monthly basis.

*Wheat as purchased, including dockage, if any.

†The combined daily 24-hour capacity of the small mills canvassed annually is assumed to be constant at the December, 1948, total of 176,112 sacks for each month of 1949 and subsequent months.

‡Capacity for each month is obtained by multiplying the daily 24-hour capacity by the number of days in the month, excluding Sundays and holidays.

§Wheat flour production as compared with amount of wheat ground.

Operative Millers Complete Plans for Annual Meeting

ST. LOUIS—Plans have been announced for the 54th annual convention of the Association of Operative Millers, to be held here May 1-5. A registration of 900 is expected for the five-day meeting at the Jefferson Hotel.

Highlighting the sessions will be talks by experts in various phases of milling operations. Dust collection studies, hidden infestation in grain, rodent control, corn milling, bulk storage and fire safety will be among the subjects discussed.

Speakers Listed

Among the subjects and speakers on the program are the following:

"Pneumatic Handling," motion pictures of actual installations in Europe, Ernest Roth, Buhler Bros. Mfg. Co., Utzvil, Switzerland; "Bulk Flour and Feed Storage, Daylight Packing and Loading," R. J. Bodman, Milling Engineers, Inc., Kansas City; "Hidden Infestation in Grain," Dr. R. T. Cotton, entomologist in charge of the Manhattan, Kansas, field laboratory, U.S. Department of Agriculture; "Bulk Storage, the Operator's Viewpoint," F. M. Atkinson, president, Atkinson Milling Co., Minneapolis.

"Dust Collection Studies II," Prof. John M. MacKenzie, in charge of the flour milling engineering curriculum, University of Minnesota, Minneapolis; "Rodent Control in Mills," W. W. Dykstra, Fish and Wildlife Service, U.S. Department of the Interior; "Corn Milling," E. M. Evans, General Foods Corp., New York; "Ammonium Persulphate," Dr. R. C. Sherwood, technical director, Sterwin Chemicals, Inc., New York.

"Bran Thickness of Hard Red Winter Wheat," Dr. J. A. Shellenberger, head of the department of milling industry, Kansas State College, Manhattan, and president-elect of the American Association of Cereal Chemists, and J. B. Morgenson, Kansas State College; "Fire Safety in Mills," M. V. Reagan, Atkinson Armature Works, Pittsburg, Kansas; "Dust Systems, Their Care and Maintenance," Dewey Robbins, milling superintendent, Fisher Flouring Mills Co., Seattle, former AOM president.

Many Subjects Included

Other subjects will include savings in use of vacuum cleaning systems in mills, advances in rye flour production, effectiveness of the Entoleter, aspirator in removing hidden infestation in wheat and experiments on prebreaking. Many other topics considered of importance to operative millers also are scheduled for discussion.

AOM members have been invited to be at the convention in time for the allied trades party the evening of May 1. Theme of the party is "Meet Me in St. Loose, Louie."

The program for the convention was drawn up by a committee headed by George J. Tesarek, superintendent, Quaker Oats Co., St. Joseph, Mo. He has been assisted by R. K. Durham, Pillsbury Mills, Inc., Minneapolis, and George S. O. Smith, Flour Mills of America, Inc., Kansas City.

Donald S. Eber, AOM executive secretary, reports that the space for more than 70 exhibits has been sold out for some time. The exhibits of flour milling machinery and equipment will be larger than ever before, he said.

O. J. Zimmerman, assistant director of manufacture, General Mills, Inc., Minneapolis, the AOM president, will preside at the meeting. L. E. Collier, general superintendent, Toledo mill, National Biscuit Co., is vice president.

District 5 of the AOM will act as host at the convention. And L. E. McQuillen, Valier & Spies Milling Company, St. Louis, is general chairman of the arrangements committee. Other committees will handle transportation, hotel reservations, exhibits and other details.

A ladies' entertainment committee was appointed, and wives of millers attending are assured of being "royally entertained."

AOM officials point out that this convention will find reinstatement of the practice of giving "on time" prizes for the May 2-5 sessions. The meetings are to start earlier. And to encourage members to be on time for the opening sessions each morning, valuable prizes will be given to the early arrivals. The drawings will take place at the time the meetings start.

U.S. Flour Production and Consumption

Note: Export statistics for 1947, 1948, 1949 and 1950, include flour exported under the Department of Army Civilian Supply Program and, as in the previous years, flour made entirely of U.S. wheat, and other wheat flour (including flour milled in bond), in 100-lb. sacks, 000's omitted. Sources: Reported flour production for 1947 and 1948 and the partially estimated flour production for 1944, 1945, 1946, 1949 and 1950, U.S. Bureau of the Census; estimated domestic disappearance, The Northwestern Miller; exports, Foreign Trade Division of the Bureau of the Census, U.S. Department of Commerce.

	Production	Exports	Est. dom. disap-pearance
1950—			
January	[illegible]	[illegible]	[illegible]
February	[illegible]	[illegible]	[illegible]
1949—			
January	[illegible]	[illegible]	[illegible]
February	[illegible]	[illegible]	[illegible]
March	[illegible]	[illegible]	[illegible]
April	[illegible]	[illegible]	[illegible]
May	[illegible]	[illegible]	[illegible]
June	[illegible]	[illegible]	[illegible]
July	[illegible]	[illegible]	[illegible]
August	[illegible]	[illegible]	[illegible]
September	[illegible]	[illegible]	[illegible]
October	[illegible]	[illegible]	[illegible]
November	[illegible]	[illegible]	[illegible]
December	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]
1948—			
January	[illegible]	[illegible]	[illegible]
February	[illegible]	[illegible]	[illegible]
March	[illegible]	[illegible]	[illegible]
April	[illegible]	[illegible]	[illegible]
May	[illegible]	[illegible]	[illegible]
June	[illegible]	[illegible]	[illegible]
July	[illegible]	[illegible]	[illegible]
August	[illegible]	[illegible]	[illegible]
September	[illegible]	[illegible]	[illegible]
October	[illegible]	[illegible]	[illegible]
November	[illegible]	[illegible]	[illegible]
December	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]
1947	[illegible]	[illegible]	[illegible]
1946	[illegible]	[illegible]	[illegible]
1945	[illegible]	[illegible]	[illegible]
1944	[illegible]	[illegible]	[illegible]

*Partially estimated.

LATE MOVEMENT INTO LAKEHEAD PORTS SEEN

WINNIPEG—Navigation into the Canadian lakehead ports of Fort William-Port Arthur is expected to be the latest in 11 years. Vessel men do not anticipate the official opening until May 1. The last time the opening was delayed that late was in 1939.

When navigation gets under way, however, it is anticipated that there will be enough grain to keep Canadian boats actively engaged for the first 60 days. While the grain movement may fall off after that time, ship owners expect a good season, with the slack periods in grain movement taken up in the ore and coal trade.

FARMERS' COOPERATIVE BUYS MILL BUILDING

ST. MARYS, MO.—The building and elevator of the St. Marys Mill Co. has been sold to the Missouri Farmers Assn. The cooperative will operate the properties as a local unit. Elevator capacity is 225,000 bu. The 3,100-sack flour mill, which had not been operated for the past two years, was dismantled and the machinery sold prior to the sale of the building and elevator.

BEMIS MAKES CHANGES IN SALES PERSONNEL

KANSAS CITY—Three changes in sales personnel have been announced in the Bemis Bro. Bag Co. sales territory centered at Kansas City. The changes were made necessary by the resignation of J. O. Frahm, southern Kansas salesman, to enter the real estate business at Wichita.

Mr. Frahm's previous territory is now served by Harvey C. Wilson, who was transferred from the eastern Kansas territory. Mr. Wilson has more than 30 years' service with Bemis, and his background includes active sales experience for many years. He will reside in Wichita.

Replacing Mr. Wilson in eastern Kansas is W. B. Kruse, whose experience with the company has been in production, procurement and, more recently, in sales work. He has been with Bemis 12 years in Kansas City and takes up his new assignment in the Salina sales office, where he is associated with R. V. Prewett.

C. L. Reynolds

TO UNION POST—The appointment of C. L. Reynolds as control manager for the Union Bag & Paper Corp. has been announced by Leonard J. Doyle, vice president. Mr. Reynolds succeeds W. A. West, who is resigning from the company. Mr. Reynolds joined the Union Bag organization in 1946. He most recently served as assistant to the director of multiwall bag sales. He was born in Newark, N.J., and is a graduate of the University of Notre Dame in 1938 and the Harvard School of Business Administration in 1946.

Flaxseed Support Cut to $2.82 Bu.; 7c Bu. Farm Storage Payment Out

WASHINGTON—Acting under his discretionary powers under the Agricultural Act of 1949, Charles F. Brannan, secretary of agriculture, sharply reduced the price support level for flaxseed of the 1950 crop to $2.82 bu. basis Minneapolis last week.

At the same time he confirmed earlier reports that farmers would not obtain the 7¢ bu. for farm storage this year on flaxseed. Earlier reports said that the farm storage payment of 7¢ bu. on flaxseed, wheat and soybeans would not be allowed this year. His action in this respect on flaxseed indicates that similar action will be taken later when the wheat and soybean loan programs are announced. The new flaxseed price support level is 60% of parity, as of April 1, 1950.

The support price will be the same at Duluth, Chicago and Portland, Ore., as for Minneapolis. At Los Angeles and San Francisco, the support will be $2.97; at Fredonia, Kansas, $2.62; at Corpus Christi and Houston, Texas, $2.57.

The support price for any given county will be the applicable terminal market price less freight, transportation tax and country elevator charges in and out. Storage charges on flaxseed under purchase agreement or loan will be paid by the producer either if the loan is redeemed or if delivered to Commodity Credit Corp. In the case of flaxseed under direct purchases, additional deductions from the terminal price for storage charges from the first day of the month following the month of purchase through Jan. 31, 1951.

Loan and purchase agreements will be available to producers from harvest through Oct. 31, 1950, in Arizona, California and Texas counties not designated as direct purchase counties, and through Jan. 31, 1951, in all other states.

The support price for No. 2 flaxseed will be 5¢ bu. less than No. 1. Flaxseed grading lower than No. 2 will not be eligible for price support.

The price support program will be accomplished through producer loans, purchase agreements and in the following 42 Texas counties by direct purchase only: Arkansas, Atascosa, Bee, Bexar, Blanco, Brooks, Caldwell, Calhoun, Cameron, Colorado, Comal, Dewitt, Dimmit, Duval, Frio, Goliad, Gonzales, Guadalupe, Hays, Hidalgo, Jackson, Jim Wells, Karnes, La Salle, Kleberg, Lavaca, Lee, Live Oak, Matagorda, McCulloygh, McMullen, Medina, Neuces, Refugio, San Patrico, Travis, Uvalde, Victoria, Wharton, Willacy, Wilson and Zavala. Direct purchases in these counties will be made from harvest if necessary by CCC through July 31, 1950.

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Flour business in the Southwest showed only a slight gain last week. There was some improvement in bakery sales, but lack of export demand held down the total volume. Sales averaged 56% of a six-day operating capacity, compared with 53% the preceding week and 41% a year ago. About 10% of the week's sales were for export.

The unfavorable condition of the new wheat crop as revealed in the April 10 U.S. Department of Agriculture report smoked out some flour business, but buying during the small flurry was not on a large scale. Later in the week business with the domestic bakery trade subsided and sales were few and far between.

Even the chain bakers who were in the market refused to accept much more than a few thousand sacks from each source. Most sales called for only one or two cars for immediate delivery. A national chain was inquiring for prices for May shipment, but no business resulted immediately.

The undesirably low unfilled order balances held by mills in the area were not improved last week. The situation has cut operating schedules at many mills to an average of only about three days weekly. With most bakers buying piecemeal or on a price-date-of-shipment basis and the recent drying up of export trade, production has dipped to the lowest point of the year.

Mills in Kansas City averaged only 60% of capacity in production last week. This compares with 59% the preceding week and 60% a year ago. April is traditionally a slow month for flour production, but the outlook this year is especially clouded by the fact that scarcely any flour is on the books for May.

Because of reduced flour production, output of high ash grades and millfeed is sharply lower, and the tight supply situation has held clears and low grades firm for 30-day shipment. Millfeed has risen to the high spot of the year.

The export trade has shown an almost complete lack of interest and new business of any sizable proportion has not been reported for two weeks. Most wheat pact nations have completed purchases or are nearing the point where guaranteed import quotas will soon be filled for the current year.

Quotations April 15, carlots, Kansas City, cottons: hard winter bakery short patent $5.45@5.70, standard 95% patent $5.30@5.50, straight $5.20@5.40, established brands of family flour $6.15@7.15, first clears $4.40@4.55, second clears $3.95@4.10, 1% ash clears or higher $3.65@3.80; soft wheat short patent $6.75@7.10, straight $5.35@5.45, cake flour $6.25@6.75.

Four mills report domestic business fair, 6 quiet, 6 slow, 8 dull.

Texas: Sales last week were at about the same volume as for several weeks—35 to 40% of capacity and about all domestic, family and bakers flour, about equally divided. Running time again averaged about four days. Prices were unchanged. Quotations April 15: family extra high patent $6.60@6.90, high patent $6.30@6.60; standard bakers, unenriched $5.75@5.85, first clears, unenriched $4.75@4.85, delivered Texas common points.

Salina: Demand for flour continued dull last week. Prices were slightly lower. Shipping directions were only fair.

Hutchinson: Somewhat expanded interest was productive of no greater volume of business last week for mills of this area. The trade seemed to sense the potential effect of what is now certain to be a short crop and was shopping around. Actual bookings were mostly for single cars for prompt shipment. Operations were unchanged. Prices were off 10@15¢ sack, largely due to lower cash wheat premiums and a higher feed market. Quotations, Kansas City basis: family patent $5.95@6.05; bakers patent $5.30@5.35, standard $5.15@5.20.

Wichita: Mills operated at 80% of capacity last week, compared with 71% the preceding week. Domestic sales, confined entirely to actual needs of customers, averaged 37%, compared with 38% the previous week. Export sales were negligible. Shipping directions were fair to good. Prices declined 5¢ sack.

Oklahoma City: Declining sales averaged only 27%, compared with 79% a year ago. Bakers took 79% of bookings and the family trade 21%. Operations averaged 70%, compared with 70% the previous week and 65% a year ago. Prices closed unchanged to 10¢ lower. Quotations, delivered Oklahoma points, April 15: carlots, family short patent $6.10@7.10, standard patent $5.85@6.75; bakery unenriched short patent $5.65@5.90, standard patent $5.40@5.65, straight grade $5.30@5.50; truck lots 35¢ higher on all grades.

Northwest

Minneapolis: Slow flour sales continued last week, although the total volume improved over the previous week. The additional business was attributed to increased fill-in buying and fairly heavy booking by an eastern chain. However, total sales for the week amounted to less than half of mill capacity.

Although price quotations were easier, buyers remained indifferent to contracting for any requirements beyond nearby positions. Threats to the southwestern wheat crop brought on by dry weather and insects and the resulting strong wheat market failed to improve flour buying interest. A strong millfeed market aided in keeping flour price quotations steady or below those quoted a week ago.

The backlog of orders on mills' books is as low as it has ever been thus far this crop year, and the outlook for maintaining even present curtailed production schedules appears uncertain. Some mills plan to operate only three or four days this week, compared with the five-day schedule maintained at most plants up to now.

Family flour sales were light last week as prices remained steady. Directions on previous bookings also fell off; however, consumer movement of flour appeared about normal for this time of the year.

Sales by spring wheat mills last week averaged 41% of capacity, compared with 24.7% the previous week and 52% in the corresponding week last year. Shipments from mills averaged 77% of capacity, compared with 73% the previous week. (Percentage figures for this year are based on a five-day week; for last year on a six-day period.)

Production at Minneapolis mills averaged 68% of capacity, compared with 64% the previous week and 48% a year ago. For the entire Northwest, production averaged 60% of capacity, higher than the 58% reported for the preceding week and the 56% recorded a year ago.

Quotations April 17: standard patent $5.50@5.75, short patent $5.70@5.95, high gluten $5.75@6.05, established brands of family flour, enriched $7.20, first clear $4.90@5.60, whole wheat $5.30@5.50.

Interior Northwest Mills: Demand continues slow for interior mills and sales again were reported smaller by most concerns. However, some fill-in sales were made. Directions were light to moderate. Production last week averaged 56% of capacity, compared with 55% a week earlier and 61% a year ago.

Central West

Chicago: The flour market continues quiet, with no improvement in buying interest. Sales last week were few and far between and consisted of single carlot purchases for fill-in purposes. An occasional two-carlot order was reported, but this was not general. Mill agents say that some of their mills are running only three and four days a week as demand continues to slacken. Directions were fair.

The family flour market also was dull last week, and sales were extremely spotty and in small lots only. Directions were fair to good.

Quotations April 15, cottons: spring top patent $5.65@5.91, standard patent $5.55@5.74, first clear $4.65@5.30; family flour $7.55; hard winter short patent $5.55@5.85, 95% patent $5.40@5.65, first clear $4.85; soft winter short patent $6.15@6.85, standard patent $5.25@6.60, first clear $5.50@5.90.

Toledo: There does not appear to have been any particular change in the flour milling situation in central states. The sale of flour continues slow, and it requires considerable effort to maintain production at current reduced rates with no substantial backlogs in bookings and without dependable export sales. There has been a considerable advance in the price paid for wheat since the first of the year. For quite a long time the bid for No. 2 soft wheat at Toledo hovered around $2, at substantial discounts under the active Chicago future, around 16¢ under. The bid April 14 had worked steadily upward and was $2.19½@2.20, equiv-

Sales Under Wheat Agreement

Importing countries	Guaranteed purchases	United States* Wheat	United States* Flour	United States* Total	Australia†	Canada†	France†	Total
		Exporting countries—total sales, 1,000 bu.						
Austria	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]
Belgium	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		13,251
Bolivia	[illegible]	484	217	[illegible]		[illegible]		887
Brazil	[illegible]					[illegible]		[illegible]
Ceylon	4,409				[illegible]			[illegible]
Costa Rica	1,193							
Cuba	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Denmark	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Dom. Republic	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Ecuador	1,193		869	[illegible]		[illegible]		[illegible]
Egypt	[illegible]				[illegible]	[illegible]		[illegible]
El Salvador	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Greece	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]		[illegible]
Guatemala	887		297	297		121		418
Haiti	1,029		91	91		[illegible]		[illegible]
India	38,287				[illegible]			[illegible]
Ireland	19,194	[illegible]	169	[illegible]		[illegible]		[illegible]
Israel	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Italy	[illegible]	[illegible]	[illegible]	[illegible]				[illegible]
Lebanon	[illegible]		139	139				139
Liberia‡	[illegible]							
Mexico	[illegible]	[illegible]		[illegible]		148		[illegible]
The Netherlands	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Zealand	[illegible]				[illegible]			[illegible]
Nicaragua	[illegible]		[illegible]	[illegible]		88		[illegible]
Norway	7,718	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Panama	[illegible]		[illegible]	[illegible]		[illegible]		[illegible]
Peru	[illegible]	[illegible]		[illegible]		[illegible]		[illegible]
Philippines	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Portugal	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Saudi Arabia	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]
Sweden	[illegible]				[illegible]			[illegible]
Switzerland	[illegible]					[illegible]		[illegible]
U. of S. Africa	[illegible]				[illegible]	[illegible]		[illegible]
U. K.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Venezuela	[illegible]		819	819		[illegible]		[illegible]
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Guaranteed quantities (exporting countries)				[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Balance				[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Sales confirmed to CCC through April [illegible], 1950.

†Sales recorded by Wheat Council through April [illegible], 1950.

‡Has acceded to agreement but not deposited instrument of acceptance with State Department.

[illegible]

[illegible]

alent to 5¢ under Chicago May. Feed prices have been reasonably steady and satisfactory.

St. Louis: Local mills report shipping directions only moderate, as are new sales, but they are experiencing a heavy demand for clear flours.

Considerable more interest was shown in flour last week, but there was very little new business in spite of a slight decline in flour prices. Bakers and jobbers alike are holding to their attitude of awaiting further declines. Considerable pressure was brought by mills to put through business, but buyers resisted strongly. Clears are a shade easier in price and a little more plentiful in supply.

Quotations April 15: family top soft patent $6.25, ordinary $5.40, top hard $6.95, ordinary $5.50; bakers soft winter short patent $6.20, cake $6.20, pastry $5.20, soft straights $5.35, clears $4.25, hard winter short patent $5.65, standard patent $5.45, clears $4.85, spring wheat short patent $5.85, standard $5.65, clear $5.15, low protein clears $4.65.

East

Buffalo: Flour sales volume in Buffalo has remained essentially the same, with only day-to-day replacement purchases. Buyers show no inclination to go ahead even with the present firmer markets. They seem to be resisting the prices which have prevailed for months and they are still waiting for the long-desired dips on which to cover. Mill operations continue good thorughout the Buffalo area, while shipping directions are satisfactory.

Quotations April 15, f.o.b. Buffalo: spring family $7.75@7.85, high gluten $6.20@6.25, standard $5.85@5.90, first clear $5.15@5.25; hard winter standard $5.95@6, first clear $5.65@5.70, soft winter short patent $5.70@5.75, straight $5.50@5.55, first clear $4.50@4.55.

New York: Flour sales were still limited to small bookings for immediate and nearby shipment. Buyers held their contracts to necessary replacements, and these were scattered widely among local distributors with the result that there was no real zest to the market.

The chief interest came from jobbers and an occasional intermediate-sized baker. However, consumer demand at Easter did not reduce stocks as much as it had been expected, and no post-holiday spurt in business occurred. Stocks continued at small figures, and any real upswing in baked goods sales would not only stimulate shipping directions, but also would be promptly reflected in new buying. A light to moderate interest in soft wheats resulted in one or two round lot sales but not in the volume that had been anticipated.

Southwesterns shared with springs in the buying in spite of their high levels, but there was no particular feature to the market. One chain baker showed interest but at about 20¢ below mills' ideas. Another purchased about 30-day requirements, to come out at once. Prices were generally about 5¢ lower to unchanged.

Quotations April 15: spring family flour $7.85, high glutens $6.30@6.40, standard patents $6@6.10, clears $5.35@5.60; southwestern short patents $6.10@6.35, standard patents $5.75@5.95; high ratio soft winters $6.35@7.25, straights $5.35@5.80.

Pittsburgh: Pronounced dullness was the dominant note of the flour market last week. Little interest was shown for future bookings as flour buyers now think only of immediate needs and limit the volume purchased. Flour sales made last week were again on a highly competitive scale, with hard Kansas flour at 15¢ under usual quotations. Spring wheat flour also was sold down from quotations 5@15¢. Hard winters led in sales in this dull market.

Cake flour business continued quiet. Shipping directions are fair to good. Family flour sales are continuing at a satisfactory mark, with grocers and jobbers keeping well stocked with both advertised and unadvertised brands.

On every hand opinions are unanimous that only hand-to-mouth flour buying for prompt or immediate shipments will remain standard practice until new crop flour is offered and future flour prices are more discernible.

Quotations April 15, f.o.b. Pittsburgh points: hard Kansas bakers standard patent $5.78@5.93, medium patent $5.88@5.99, short patent $5.98@6.23; spring wheat standard patent $5.90@6.25, medium patent $6.05@6.35, short patent $6.15@6.45; clears $5.25@5.65; high gluten $6.10@6.55; family flour, advertised brands $7.16@7.90, other brands $6@6.95; pastry and cake flour $5.53@6.92; Pacific Coast pastry flour $6.27.

Philadelphia: The concern generated by the U.S. Department of Agriculture's lowered estimate of the 1950 wheat crop has failed to stimulate flour buying in this market, and bakers continue to shy away from making commitments.

Prices have developed a firmer undertone on the development, however, with all sections of the list participating in a 5¢ sack advance from the levels of a week ago, putting an additional restraint upon buying because virtually everyone in the trade has been predicting lower quotations.

About the only flour changing hands these days is that needed by bakeries which have permitted stocks to reach uncomfortably low levels. Most of these are the smaller establishments, and orders involve only limited amounts and specify early delivery.

Mill representatives believe that these hand-to-mouth purchases are due to expand as more bakers work down their present supplies. They say the reluctance to buy reflects a united front by both large and small operators against paying prevailing prices. They point out that even the spasmodic bids of the chains to test the strength of the market have been absent recently.

This brings flour sellers to the conclusion that they are in for an extended period of low buying volume unless some development is forthcoming soon which would produce a sharp reaction, or evidence is produced that an upward trend has taken hold.

There is a good deal of sentiment that the latter is unlikely, at least not on the strength of the reduced crop outlook, because weather influences are frequently spent on advance news and have been pretty well discounted by the time a confirmation is forthcoming.

Bakers see no threat of a flour shortage because of the amount of wheat already stored in the country at a time when demand from foreign countries is negligible and find small comfort in the knowledge that their own consumption is less because of the disappointing volume of retail sales.

Quotations April 15: spring family $7.30@7.55, high gluten $6.45@6.55, short patent $6.25@6.40, standard patent $6.15@6.30, first clear $5.65@5.85; hard winter short patent $6.05@6.15, standard $5.95@6.05; soft winter standard $4.90@5.15.

Boston: The Boston flour market experienced another extremely dull week despite wide fluctuations in flour values. Springs finished the week at changes ranging from 10¢ lower to 5¢ higher. Hard winters are unchanged to 15¢ lower, with the weakness pronounced in short patents. Soft wheat flours are unchanged to 10¢ higher.

Following the government crop report there was a slight flurry of strength in flour quotations, but the bearish attitude of most buyers quickly promoted lower price adjustments. However, the new levels were apparently not enough to tempt most operators, as lots reported sold were still of limited quantity.

Bullish mill advices were generally ignored as it was the opinion of most buyers that there will be plenty of wheat and that any appreciation of values would be purely fictitious. Reports of crop damage were generally believed to be greatly exaggerated. Operators here felt that some good rains would quickly restore the crop and cancel out much of the estimated damage.

Quotations April 15: spring short patents $6.22@6.37, standards $6.07@6.17, high gluten $6.32@6.47, first clears $5.42@5.65; hard winter short patents $6.22@6.42, standards $5.92@6.07; Pacific soft wheat flour $6.32@

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High 1949-50	Low 1949-50	Close April 6, 1950	Close April 15, 1950
Allied Mills, Inc.	39¾	27½	35¼	36
Allis-Chalmers	33¾	23⅝	34¼	33⅝
Allis-Chalmers, $3.25 Pfd.	89½	80⅞	89½	89½
American Cyanamid	66⅝	40	64¼	64
American Cyanamid, Pfd.	134	113⅛	130	130⅝
Archer-Daniels-Midland Co.	42¼	26⅝	30¼	27½
Borden	53¾	48⅞	50⅞	51⅝
Burry Biscuit Corp.	5	3⅝	4⅞	5
Continental Baking Co.	13⅝	11	12¼	12⅝
Continental Baking Co., $5.50 Pfd.	100	93½	98	97
Corn Products Refining Co.	73⅞	63½	67⅝	67⅝
Corn Products Refining Co., $7 Pfd.	187½	181½	182⅝	180¼
Cream of Wheat	30¼	29⅝	29¼	29½
Dow Chemical	68	34½	63⅞	63⅞
Dow Chemical, $4 A Pfd.	110⅝	106	110½	110
Dow Chemical, $3.25 2nd Pfd.	130	110½	144⅞	143
**Flour Mills of America, Inc.	11	8½	*10⅝	10½
General Baking Co.	12	10⅝	11⅝	11½
General Baking Co., $8 Pfd.	160	150	160	161½
General Foods Corp.	53⅝	47⅞	51⅞	50
General Foods Corp., $3.50 Pfd.	103	98½	99¼	100⅝
General Mills, Inc.	57½	53	....	53
General Mills, Inc., 3⅜% Pfd.	113	100½	110⅝	110
General Mills, Inc., 5% Pfd.	130½	126	128	128
Great A. & P. Tea Co.	146⅝	130½	141	142
Great A. & P. Tea Co., $7 Pfd.	137	130	136	136
Hathaway Bakeries, Inc., "A"	11⅝	10⅝	....	10⅝
Horn & Hardart Corp. of New York	34	27⅞	33¼	33
Horn & Hardart Corp. of New York, $8 Pfd.	167	160½	167	167
Horn & Hardart Corp. of New York, $5 Pfd.	111½	108½	....	111
Merck & Co.	69	50⅝	64⅝	66½
Merck & Co., $3.50 Pfd.	90	90	*90	91
Merck & Co., $4 Pfd.	130	130	131	130
National Biscuit Co.	39½	30⅝	37⅞	39¼
National Biscuit Co., $7 Pfd.	186	181⅞	183½	183
Novadel-Agene	18½	11½	13⅝	13½
Omar, Inc.	20	17	....	17½
Pillsbury Mills, Inc.	34½	30⅞	32⅝	33
Pillsbury Mills, Inc., $4 Pfd.	103½	100⅝	103½	104
Procter & Gamble	67½	50	65	65⅞
Purity Bakeries Corp.	34⅞	30	31⅞	31⅞
Quaker Oats Co.	100½	80	107	107½
Quaker Oats Co., $6 Pfd.	150	134	137	137½
Ralston Purina Co., $3.75 Pfd.	102½	100	101	100⅝
St. Regis Paper Co.	9	7⅝	8⅞	8⅞
St. Regis Paper Co., $4.40 Pfd.	90	85	85	87
Standard Brands, Inc.	24	20⅞	23⅝	23⅝
Standard Brands, Inc., $4.50 Pfd.	94½	88⅞	93	94¼
§Sterling Drug	39⅝	30⅞	39⅞	39⅞
§Sterling Drug, $3.50 Pfd.	100	90	*90½	90½
Sunshine Biscuit, Inc.	63⅝	55	63	62⅞
United Biscuit of America	33	20⅞	32½	31½
United Biscuit of America, $4.50 Pfd.	110	100½	101⅞	100½
Victor Chemical Works	40⅝	34½	40⅝	47⅞
Victor Chemical Works, $3.50 Pfd.	101	90⅝	*90	*90
Wagner Baking Co.	9⅝	7½	7½	7½
Ward Baking Co., Warrants	4⅞	4¼	....	4⅞
Ward Baking Co.	19⅝	16	17⅝	18⅝
Ward Baking Co., $5.50 Pfd.	102	97	102	100

	Bid	Asked
†Colorado Milling & Elevator Co.	11½	12
†Safety Car Heating & Lighting Co., Inc.	10½	10
†Standard Milling Co.	5⅞	6⅝

Closing bid and asked prices on stocks not traded April 15:

	Bid	Asked
Wagner Baking Co., Pfd.	110	113

*Previous close. **Midwest stock market. †Over counter. §Subsidiary Sterwin Chemicals, Inc.

Canadian Stocks

	High 1949-50	Low 1949-50	Close Mar. 31, 1950	Close April 6, 1950
Canada Bread	2.87½	2.35	2.50	2.60
Canada Bread, Pfd. B	47½	41	45½	47½
Canadian Bakeries	11½	9	9	9
Canadian Food Products	6.50	4.00	5.00	5.00
Canadian Food Products (A)	11½	11	11½	11
Canadian Food Products Pfd.	71	67	70	70¼
Catelli Food	45	30½	43	45
Consolidated Bakeries	9½	8	8¼	8½
Federal Grain A	10⅝	8	10	10½
Federal Grain Pfd.	115	113	110	111
General Bakeries	3.60	2.25	2.90	2.95
Lake of the Woods	39½	34	34	34
Lake of the Woods, Pfd.	157	150	155	157
Maple Leaf Milling	10⅝	8⅝	9	9
Ogilvie Flour	23½	19⅝	20⅝	20½
Ogilvie Flour Pfd.	175	160	170	160
Purity Flour	8¼	6½	7	6⅞
Purity Flour Pfd.	60⅝	46⅞	47	47
St. Lawrence Flour	21	14	14	16
George Weston	30	20	23¼	23½
George Weston 4½% Pfd.	102	100	100	100½

Closing bid and asked prices on stocks not traded:

	Bid	Asked
St. Lawrence Flour Pfd.	....	142
Toronto Elevators	10⅝	10
Woods Manufacturing Pfd.	14	20

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.) All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring top patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter short patent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring high gluten	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter short	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter family	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter straight	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Seattle	Los Angeles
Family patent	$....@7.10	$....@....
Bluestem	....@6.25	....@....
Bakery grades	....@6.19	....@....
Pastry	....@6.01	....@....

	Toronto	*Winnipeg
Spring top patent	$....@11.15	$11.20@11.40
Spring second patent	....@10.65	10.70@10.90
Spring first clear	[illegible]	....@....
Spring exported	....@14.05	....@....
Ontario soft winters	[illegible]	....@....

*In cottons, Fort William basis. [illegible]

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Hard winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Soft winter bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Flour midds.†	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
‡Winnipeg	[illegible]	[illegible]	[illegible]

*Brown shorts. †Gray shorts. ‡Fort William basis.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S., as compiled by the secretary of the Chicago Board of Trade, in bushels (000's omitted), on April 8, and corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat		[illegible]		[illegible]						
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]		[illegible]		[illegible]					
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]		[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]	[illegible]		[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]					
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]						
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]							[illegible]	
Lakes				[illegible]						
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept.	Chicago May	Chicago July	Chicago Sept.	Chicago Dec.	Kansas City May	Kansas City July	Kansas City Sept.	Kansas City Dec.
April 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 11	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 12	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 13	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 14	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 15	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	CORN Chicago May	CORN Chicago July	RYE Chicago May	RYE Chicago July	RYE Winnipeg May	RYE Winnipeg July	RYE Minneapolis May	RYE Minneapolis July	OATS Chicago May	OATS Chicago July	OATS Minneapolis May	OATS Minneapolis July
April 10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 11	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 12	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 13	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 14	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
April 15	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

6.57, eastern soft winter straights $5.42@5.82, high ratio $6.42@7.27; family $7.84@7.87.

South

New Orleans: Slightly better inquiries last week materialized in somewhat better sales, especially for replacement and balance of the month. Principal interest was in hard winters since the price basis was slightly easier, and in some cases millers were more eager sellers for this type of delivery at slight price reductions. The most interest was shown by the baking and jobbing trades but the volume of inquiries was far in excess of the actual sales. Northern springs participated in this business to a lesser degree and in some cases bookings on this type ran through May.

Activity in soft winters was especially quiet with the larger users, cracker and cookie bakers, who apparently were content to reduce their present commitments before re-entering the market. Cake flour trading continued rather slow, although sales of cakes over the weekend were fully up to the volume anticipated. Shipping directions were slow, with evidence of a slight decline of stocks on hand. Export sales were practically at a standstill, with only small quantities being worked to Europe, principally Norway and Holland. Puerto Rico and Cuba purchased small amounts, which constituted most of the business to the Latin American countries.

Quotations April 15, carlots, delivered, packed in 100-lb. multiwall papers: hard winter bakery short patent $5.70@5.85, standard $5.50@5.65, first clear $4.50@4.80; spring wheat bakery short patent $6.05@6.25, standard $5.85@6, first clear $5.30@5.60, high gluten $6.15@6.30; soft wheat short patent $5.75@6.05, straight $5.25@5.50, first clear $4.40@4.70, high ratio cake $6.05@6.40; Pacific Coast cake $6.70@6.85, pastry $6.05@6.20; all rail basis.

Pacific Coast

Seattle: Prices changed only slightly during the week and the trade was reported dull. Domestic business is very competitive and mostly on a hand-to-mouth basis. It is felt in the trade that Philippine business of some volume may develop within the next 60 days because island purchasers have not been able to get flour in Canada and at present are using up their stockpiles. However, this is the only light in an otherwise gloomy export picture. Family patent $7.10, bluestem $6.25, bakery $6.19, pastry $6.01.

Canada

Toronto-Montreal: The export situation is unchanged. Inquiries are received, but little business materializes. Outside of the U.K., the British West Indies is Canada's best customer, but here competition has brought prices so low it is hardly profitable. Domestic consumption is good but prices are low. Quotations April 15: top patent springs for use in Canada $11.15 bbl., seconds $10.65, bakers $10.55, all less cash discounts, in 98's cotton, mixed cars with 10¢ added for cartage where used. For export to U.K., government regulation flour $14.05 per 280 lb. to end of April, winter ports; $13.85 to end of June, Montreal.

Winter wheat flour is not so plentiful due to scarcity of winter wheat. Quotations April 13: $9.90@10.70 bbl., f.o.b. Montreal; export, $5.20 per 100 lb. export cottons, f.a.s. Halifax.

Deliveries of winter wheat have dried up entirely. Quotations April 15: $2.10@2.15 bu., f.o.b. shipping point.

Winnipeg: Export business in Canadian flour last week totaled just under 100,000 bbl. Only 10,000 bbl. of this amount went to Class 2 countries, which included Hong Kong, Barbados, Gold Coast and Venezuela. The remainder was sold to International Wheat Agreement countries, with Jamaica, Philippines, Cuba, Trinidad, Dominican Republic and the Belgian Congo as destinations. Domestic trade is moderate and supplies are light. Mills are operating about 50% of capacity. Prices remain unchanged. Quotations April 15: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40 cottons; second patents $10.70@10.90; second patents to bakers $10.20@10.40.

Vancouver: Some flour inquiries from across the Pacific last week served to lend a little brighter tone to an otherwise dull market. The Philippine Islands situation was still not clarified by the end of the week, and, while some tentative orders were reported placed with Canadian mills, there still appeared to be some complications ahead.

Latest cables from Manila indicated that, while original government plans were for importers to be allowed to bring in only 10,000 sacks flour a month, there is now a possibility that these regulations will be changed. But it is not known whether the amount will be increased or lowered.

Nationalist government buyers on the island of Formosa were in the market again during the week after little had been heard of them for some weeks. There was some inquiry for Canadian clears, but no business had been completed at the end of the week due to the fact that buyers had not yet set up the necessary letters of credit. The same situation applied to Hong Kong, which also has been out of this market for some time.

Business to Central and South American countries continues to be hampered by the shortage of dollars in those areas, although the demand is still strong.

Domestic sales continue low and prices are holding firm. Cash car quotations for hard wheat grinds: first patents $11.20 in 98's cottons; bakers patents $9.85 in paper bags and $10.25 in cottons; western cake and pastry to the trade $11@11.65.

Rye

Minneapolis: Demand continues slow, with prices slightly easier. Quotations April 17: white rye $4@4.30, medium rye $3.90@4.10, dark rye $3.35@3.60.

Chicago: Rye flour activity was practically at a standstill last week, as interest was lacking and sales were extremely limited. Directions continue fair. White patent rye $4.20@4.30, medium $4@4.10, dark $3.20@3.70.

Philadelphia: Those who had expected some improvement in demand for dark flour in the immediate post-Easter period have been disappointed thus far. Dealings remain extremely quiet, with only an occasional small-lot purchase preventing the market here from reaching a complete standstill. The April 15 quotation on rye

white of $4.70@4.80 is 5¢ sack under that of the preceding week.

St. Louis: Reports are that new sales as well as shipping directions have been very slow. Pure white $4.80, medium $4.60, dark $3.70, rye meal $4.30.

Portland: White rye $5.70, pure dark $4.70.

Buffalo: Rye flour moved slowly last week in Buffalo. Sales activity was at a low ebb, with buyers reluctant to make many forward bookings. Quotations April 15, f.o.b. Buffalo: white $4.95@5, dark $4.70@4.75, medium $4.70@4.75.

New York: Rye flour sales showed a moderate pick-up with scattered sales in small units. Pure white patents $4.60@4.70.

Pittsburgh: Rye flour trading continues slow. Sales are light and buyers remain on sidelines hoping for price reductions. Shipping directions are good as stocks bought at lower prices are drawn upon. Quotations: pure white No. 1 $4.70@4.75, medium $4.35@4.50, dark $3.90@4.15, blended $5.60@5.85, rye meal $4.15@4.20.

Millfeed

Minneapolis: All types of millfeed advanced in price during the past week, influenced by heavy demand and limited supplies. Bran climbed above $50 ton for the first time this season, and heavier offal was correspondingly higher. Reports that the government may be in the market shortly for bran to use in grasshopper bait also helped boost price levels. Quotations April 17: bran $52, standard midds. $53, flour midds. $54, red dog $55.

Duluth: Demand is fair to good, the trend is higher and supplies are adequate. Quotations: pure bran $51.50, standard bran $50.50, standard midds. $51.50, flour midds. $53, mixed feeds $52, red dog $54.

Kansas City—An aggressive demand for feed developed following the report that around $1 million would be spent by the government for grasshopper bait bran this year. This will buy 20-25 thousand tons of bran, and the news provided the sharpest stimulation for the market this year. Another important factor also is the slow running time of flour mills which is cutting output of feed. Quotations April 17, Kansas City: bran $47.75@48.25, shorts $54.50@55.00.

Wichita: Millfeed demand was heavy last week, with offerings insufficient. Quotations, basis Kansas City, April 15: bran $48, shorts $56. Bran advanced $4 ton and shorts $6 ton, compared with the preceding week.

Hutchinson: Widespread demand for millfeed last week hiked prices and left mills unable to supply wants of the trade. Prices were up $4. Quotations, Kansas City basis: bran $47@47.50, gray shorts $53.50@54.

Oklahoma City: Millfeed closed $4.20 higher on bran and $5 higher on shorts. Quotations, straight cars: bran $50@51, mill run $53.50@54.50, shorts $57@58. Mixed or pool cars $1 higher on all classes.

Portland: Mill run, April $46.50, May $47; middlings $52 ton.

Salina: Demand last week was good. Bran was $1.50 ton higher and shorts were $2 ton higher. Supplies were scarce. Quotations, Kansas City basis: bran $45@45.50, gray shorts $52@52.50.

Fort Worth: Quotations April 15: bran $56@57, gray shorts $63@64, delivered Texas common points; about $6 higher on bran and $7 up on shorts, compared with the previous week. Demand was very active and in excess of day-to-day offerings.

Chicago: Bran $53.50@54, standard midds. $56.50@57, red dog $58, demand good, supplies light.

St. Louis: Millfeed markets have been very strong, with a higher tendency the past few days and a much improved demand from everywhere. Supplies continue to be short of demand. Bran $49.75@50, gray shorts $56.25@56.75.

Buffalo: Demand was very good for all grades of millfeed last week. Prices began to firm up after some weakness the previous weekend. Increases of 50¢@$1 were noted on almost all types. Local supplies were large enough to cover all demand. Quotations April 15: bran $52.50@53, standard midds. $53@53.50, flour midds. $55@55.50, red dog $55@55.50.

Pittsburgh: Quotations last week remained firm at $2@3 higher than the previous week's figures. Sales increased, owing perhaps to the unusually low temperatures. Needs in all lines are readily supplied as offerings continue to expand. Quotations, f.o.b. Pittsburgh points: bran $57.50@60.60, standard midds. $59.50@61.10, flour midds. $62@64.10, red dog $64@65.10.

Philadelphia: The local millfeed market is presently in the doldrums. A few days back there was a modest demand for standard bran, but this ran its course without shortening the supply. Consumers have not yet shown any concern over the reduced wheat crop outlook and seem in agreement that they will continue to buy only for immediate needs until they find prices more attractive. The April 15 quotations are unchanged from the previous week: bran $59, standard midds. $60, red dog $61.

Boston: There was a fair pick-up in business activity in the Boston millfeed market this week, however, the buying was sufficiently cautious to prevent any sharp mark-up in asking prices. Prices were relatively stable all week, and the changes on the most part were inconsequential. Spring bran advanced $1 while middlings moved up 50¢. Mixed feeds are unchanged and red dog gained 50¢. Quotations April 15: spring bran $60@60.50, middlings $61, red dog $63.50@64, mixed feeds $60@60.50.

New Orleans: An advance in millfeed prices is stimulating sales, although buyers are still working on very low stocks and buying only for instant shipment. Offerings are still limited, which is also helping to increase the interest of the mixers and jobbers. There is no interest at all in future bookings, reflecting the unsettled condition of the market. Bran $58.05@58.55, shorts $64.05@64.55.

Seattle: Producers of millfeed are well sold up for the next 30 days. Offerings by mills dried up last week, and indications were for a higher price level. However, resellers continued to offer at a dollar or more less than mill asking prices. Thus there was no particular change in the general market level, which remained at $47.50@48, delivered common transit points in the Pacific Northwest for both high and low protein feed. Prospects for improved production within the next 30 days were dim.

Ogden: Millfeed prices advanced $2 last week, with demand increasing over supplies. Mills are operating six days a week and are booked well into May. Quotations: red bran

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WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $1. Add 10¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 10¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

LONG ESTABLISHED SPRING WHEAT mill wants experienced salesman with proven sales record for New England territory. Liberal salary and bonus arrangement makes this very attractive proposition for the right man. All replies confidential. Address 748, The Northwestern Miller, Minneapolis 2, Minn.

WANTED

Experienced bag salesman with proven sales record to cover territory in Ohio and southern Indiana selling multi-wall paper bags and complete line of paper, flour and feed bags. Salary, expenses and liberal bonus plan. We have an excellent opportunity for the right man. All replies confidential. Address 733, The Northwestern Miller, 166 W. Jackson, Chicago 4, Ill.

SITUATIONS WANTED

CEREAL CHEMIST DESIRES POSITION in Canada or U. S. A. Has 3 years' experience in mill control and 1½ studies. Capable and aggressive. Address 743, The Northwestern Miller, Minneapolis 2, Minn.

RECENT YOUNG COLLEGE GRADUATE desires position in charge medium size laboratory or assistant in large laboratory. Experienced in flour and feed analysis, feed formulation and experimental feeding. Address 778, The Northwestern Miller, Minneapolis 2, Minn.

COLLEGE GRADUATE DESIRES POSI-tion in management small mill or assistant and sales larger plant. Diversified experience management, sales, production, large and small mills manufacturing soft and hard flours, prepared mixes, commercial feeds. Address 758, The Northwestern Miller, Minneapolis 2, Minn.

MACHINERY WANTED

WANTED—DEHYDRATING OR DRYING equipment in good condition. Advise make, location, capacity and price. The Baker Wood Preserving Co., Columbus 15, Ohio.

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, 1121 E. High, Jefferson City, Mo.

WANTED TO BUY—MILLING CONCERN interested in an experimental continuous Buhler Mill in good condition. Quote price and age of machine. Address 773, The Northwestern Miller, Minneapolis 2, Minn.

and mill run $47, middlings $50; to Denver: red bran and mill run $54, middlings $57; to California: red bran and mill run $54, middlings $57.50, f.o.b. San Francisco and Los Angeles.

Toronto-Montreal: Supplies are limited, with demand strong. Quotations April 15: bran $63, shorts $64, middlings $66, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Winnipeg: Trade in all types of millfeeds is on a moderate scale, and the bulk of the supplies from western mills continues to go to eastern Canada. There is no accumulation of supplies and sales in western Canada are insignificant. Quotations: Manitoba, Saskatchewan and Alberta bran $51, shorts $54; small lots ex-country elevators and warehouses $3 extra.

Vancouver: Continued bad weather has helped domestic millfeed sales to some extent recently, but the volume is still far below normal. Prairie mills' prices have advanced $1 on middlings to $2 on bran and shorts as a result of continued strong eastern demand. Cash car quotations: bran $52, shorts $53, middlings $54.

Oatmeal

Toronto-Montreal: An increase in prices has lessened demand, which was already poor. Quotations April 15: rolled oats in 80-lb. cottons $5.50, oatmeal in 98-lb. cottons $6.65, f.o.b. Toronto or Montreal.

Winnipeg: Supplies of rolled oats and oatmeal are sufficient to take care of all requirements and domestic trade is light. Small amounts have been reported sold for export. Quotations April 15: rolled oats in 80-lb. sacks $4.85@4.95 in the three prairie provinces, oatmeal in 98-lb. sacks $5.85@5.95.

Minneapolis: Bulk rolled oats were quoted at $5.49 April 17; 20-oz. packages $3.10, 48-oz. packages $3.35.

SBA Meeting

(Continued from page 11)

trend toward "bureaucratic controlism" in the federal government.

Final speaker of the session was Earle P. Colby, Ambrosia Cake Bakers, Inc., Jacksonville, new president of the SBA, who outlined the program of the association for the coming year. Plans for the establishment of a vocational school for bakers in the southeastern U.S. have been turned over to a committee for investigation, he said. The committee will make a full report which will be presented to the association membership for a decision.

He also reported on preparations for the 1950 Southern Bakers Exposition to be held in Atlanta Sept. 17-19.

REGISTRATION AT SBA MEETING HITS 350

ST. PETERSBURG — Registration at the 36th annual convention of the Southern Bakers Assn. held at the Vinoy Park Hotel here April 12-14 totaled 350, compared with a figure of 317 registered at the 1949 convention of the group held at Memphis. Registration at the 1948 meeting in Miami Beach was 391.

BUFFALO FLOUR MILLS PLANT CLOSED APRIL 15

BUFFALO—The 10,000-sack plant of the Buffalo Flour Mills Corp., owned and operated by the Commander-Larabee Milling Co., was shut down April 15 after having milled the last of the wheat in its bins.

Officials of the milling company last month announced plans for closing the plant.

About 170 production and office workers were affected by the shutdown. A few employees will continue to work for about a week.

The milling company will supply its customers from other plants located in the Southwest and in Minneapolis.

CREAM OF WHEAT CORP. REPORTS QUARTER'S NET

MINNEAPOLIS—Net earnings for the first quarter of the Cream of Wheat Corp. were $340,020.83, compared with $324,491.16 for the comparative period of 1949, according to a recent report. Net earnings for the 12 months ended March 31, 1950, were $1,466,997.32, compared with $1,479,181.01 for the previous 12-month period.

SUNSHINE BISCUITS, INC., REPORTS QUARTER'S NET

NEW YORK—Sunshine Biscuits, Inc., has reported net income for the quarter ended March 31, 1950, of $1,646,174, equal to $1.61 a share, compared with net income of $1,729,868, or $1.69 a share, in the comparative quarter of 1949.

Bonded Grain in the United States

Stocks of bonded grain in the U.S. as compiled by the secretary of the Chicago Board of Trade, April 8, 1950 (000's omitted):

	Wheat	Oats	Rye	Barley
Buffalo	35	11	208	...
Chicago	...	...	...	
Afloat				
Milwaukee				
Afloat	...	...	...	411
Totals	35	11	208	411
Previous week	41	28	842	...
April 9, 1949	...	488	193	63

Wheat King

(Continued from page 9)

lach, Red Lake Falls, Minn., won honorable mention and third place in the durum section.

The winner of the national award will receive a large engraved trophy, $100 in cash and a round-trip to Minneapolis. The reserve champion will receive $50 and a certificate of achievement.

Fifty-three samples from 21 states were entered in the contest this year, a large increase over the number of entries of previous years.

"This is an indication of the mounting interest being taken in the Pillsbury awards," K. E. Beeson, chairman of the judges, said.

All the samples of wheat and soybeans sent in were of an outstanding quality, the judges said. The awards were offered on wheat samples that first had been entered in state-wide competition conducted by colleges and state crop improvement organizations.

Judging was done by the following agronomists: K. E. Beeson, Purdue University; H. L. Clapp, Kansas State College; R. F. Crim, University of Minnesota, and J. C. Hackleman, University of Illinois.

The Pillsbury awards were established in 1941 to recognize the best wheat grown in the U.S. for the purpose of improving the quality and stimulating interest in the better wheat varieties.

CHICAGO QUARTERMASTER REPORTS FLOUR BUYING

CHICAGO—The Chicago Quartermaster Purchasing Office announced April 12 the following purchases of enriched hard wheat flour for the U.S. Marine Corps:

800 sacks at $5.17, domestic cottons, California Milling Corp., Los Angeles, to San Diego.

800 sacks at $5.60, domestic cottons, American Flours, Inc., Newton, Kansas, to Quantico, Va.

1,600 sacks at $5.17, domestic cottons, California Milling Corp., Los Angeles, to Ranch House, Cal.

On April 11 the quartermaster office announced the following awards for enriched hard wheat flour for the army:

Domestic pack—1,800 sacks at $5.06 for San Antonio (Ft. Sam Houston), Texas, to Dobry Flour Mills, Inc., Yukon, Okla. Also the following amounts to the same mill—1,083 sacks at $5.09 for Fort Bliss, Texas; 933 sacks at $5.03 for Killeen, Texas; 600 sacks at $5.37 for Biloxi, Miss., and 779 sacks at $5.13 for Cadet, Texas.

15,000 sacks at $4.82, for Kansas City for beyond, to American Flours, Inc., Newton, Kansas.

1,700 sacks at $4.97 for Fort Lewis, Wash., to Preston-Shaffer Milling Co., Walla Walla, Wash.

700 sacks at $5.19 for Pittsburg, Cal., to Crowther Bros. Milling Co., Malad City, Idaho.

Export pack—10,000 sacks at $5.56, for Auburn, Wash., to Globe Mills, Los Angeles.

The quartermaster office announced April 14 the following purchases of enriched soft wheat flour for the U.S. Army:

600 sacks at $5.19, multiwall paper sacks, Arrow Mills, Inc., Houston, to San Antonio.

700 sacks at $4.87, multiwall paper sacks, Roanoke (Va.) City Mills, Inc., to Bellbluff, Va.

600 sacks at $4.99, multiwall paper sacks, Coshocton (Ohio) Milling Co., to South Schenectady, N.Y.

600 sacks at $5.60, export pack, Fisher Flouring Mills Co., Seattle, to Auburn, Wash.

600 sacks at $5.97, export pack, American Flours, Inc., Newton, Kansas, to Army Depot, Ga.

MOVES OFFICES

NEW YORK—The offices of the Raymond-Hadley Corp. have been moved from 27 Williams St. to 39 Broadway. The telephone numbers, Whitehall 4-3210-5 and Digby 4-3079, will be the same at the new address.

FOR SALE: STAINLESS STEEL SIFTERS. Our Price $850.00 Each, New Price $2,091.00 Each. 17—No. 71 "Roball" Sifters, made by J. H. Day Co., Cincinnati, Ohio. Single deck, screening surface 40" x 84". Fitted with stainless steel sieve frame, stainless steel ⅛" mesh wire cloth, and S/S feed and discharge hoppers. Each sifter with 2 H.P. Model 5K General Electric 225-A3211 motor, 1750 RPM, 3/60/220 volts Type K ball-bearing, frame 225, totally enclosed, fan cooled. Shipping weight 2250 lb. each, including motor. Located in Newark, N. J.

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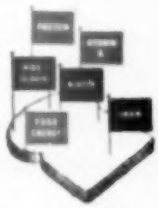

Advertising Boosts Sales

Don't Neglect the Opportunity to Tie-in With the Millers' National Advertising Program

WISE flour jobbers — many of them — have learned that I-H flours can be a powerful help to better sales. It is natural that this should be so. The quality of I-H flours always stands out and those who try them quickly become friends and remain so over the years. So the flour distributor who builds his business on the famous I-H name gets this continuing benefit.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

Indonesian Market

(Continued from page 34)

to the source of flour, sugar and other ingredients for these products elicits the reply, "in the open market."

An unfortunate result of the control operations is that much of the flour reaches the baker in poor condition. It appears that flour is diverted to bakers when army supplies become burdensome and as a result much of it is over-aged and does not bake properly. The more intelligent bakers properly associate cause and effect, but others complain of the relatively poorer quality of postwar flour and imply that the fault lies with the millers. Before the war, Australian flours were generally considered adequate for bread production, imports being divided 80% hard wheat flour and 20% soft wheat flour. Occasional small lots of Canadian flour were blended with the Australian flours in making bread. Thus far in the postwar period, American flours have dominated the market and have been generally of better baking quality than the limited quantities of Australian flour.

The selling price of bread is also controlled, being based on the costs of ingredients with no margin for such costs as lat, c, fuel, wrapping or other manufact..ring costs. The control authorities imply that the bakers derive enough profit from their sweet goods and cake business, and that they are not entitled to a profit on the rationed bread. As a result of these factors bread is made from a very lean formula, the cost of ingredients not even permitting the use of conventional yeasts. The combined effect of over-aged flour and the very lean formula is poor bread, in spite of which the Indonesians who have access to bread develop a taste for it.

One authority suggested to the mission that there is an opportunity for increased sales of bread and rolls in small shops around the cities and harbors to laborers, white collar workers and others, and that such an increase should be quite large. It was also suggested that bread products could be established in many additional homes. Consideration was also given to the purchase of sufficient flour to supply the Indonesian army with bread for one meal per day.

In order to develop this potential market it would be necessary:

(1) That wheat flour of suitable breadmaking quality be delivered regularly in good condition.

(2) That the cost be comparable to that of imported rice.

(3) That foreign exchange be available in sufficient amount for flour imports in addition to the other needs of the new Indonesian Republic.

In the following table present wheat flour imports are compared with the 1934-38 average. Prewar the U.S. had an insignificant share of this market as contrasted with the postwar period, when the U.S. supplied practically all of the wheat flour imports.

Fiscal year—	Flour imports long tons	Grain equivalents bu.
1934-38 (average)	74,300	3,632,000
1946-47	85,399	3,136,000
1947-48	86,274	2,913,000
1948-49	81,994	4,251,000

The impending withdrawal of the Netherlands army, scheduled for the first half of 1950, required the anticipation of substantial reduction in the quantity of flour to be imported. The announced intentions of the government in the direction of self-sufficiency in food production, as well as the definite need to conserve exchange will operate to hold imports below the 1948-49 level.

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CCC COMPLETES AWARDS ON STORAGE STRUCTURES

WASHINGTON—The Commodity Credit Corp. reports that it has completed awards in accordance with the recent announcement that it was preparing to buy additional emergency storage facilities to help handle grain which will be turned over to CCC this spring under price support programs. Awards have been made for a total of 84,731,800 bu. of capacity of bin type and comparable grain storage structures.

All of the structures bought are of a semi-permanent type which can be dismantled and moved to other locations and converted to other uses when they are no longer required by CCC, officials said.

Range of awards on a per bushel basis was 17.7¢-24.16¢, all calculated on an erected basis. Successful bidders have been notified.

FOOD TECHNOLOGISTS PLAN CHICAGO MEETING

CHICAGO—The 10th annual conference of the Institute of Food Technologists will be held here at the Edgewater Beach hotel May 21-25, with the Chicago section as hosts to the national group.

A special luncheon will be addressed by leaders in finance and industry to point up the growing influence of food technologists in the continuing development of the food and allied industries.

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Doctor: "There's no need to worry about your wife; you'll have a different woman when she gets back from the hospital."

Hubby: "Yeah, but what if she finds it out?"

◆ ◆ ◆

A man bought a canary from an animal dealer.

"You're sure this bird can sing?" he said suspiciously.

"He's a grand singer."

The customer left. A week later he reappeared.

"Say! This confounded bird you sold me is lame!"

"Well, what do you want—a singer or a dancer?"

◆ ◆ ◆

A man was consulting a psychiatrist. Among other questions asked: "Are you troubled by improper thoughts?"

"Why, no," answered the patient. "To tell the truth, doctor, I rather enjoy them."

◆ ◆ ◆

Teacher: "Why don't you like our school, George?"

George: "Oh, it's not so much the school, it's the principal of the thing."

◆ ◆ ◆

Grandpa's right leg hurt him, and the doctor said, "Old age."

Grandpa in a quandry felt a sudden twinge of rage;

"I think you are mistaken," he declared in accents bold.

"My left leg doesn't hurt at all, and it is just as old."

◆ ◆ ◆

Mother: "Who taught you that wicked word?"

Small Son: "Santa Claus."

"Santa Slaus?"

"Yes, when he stumbled over my bed Christmas morning."

◆ ◆ ◆

A wealthy bachelor in a southern town has a belief that amounts to a superstition. It is his firm conviction that whatever he really wishes for he is sure to receive.

One day recently a man-hunting old maid came over from a neighboring town and tried to set her cap for him.

"Mr. Tucker," she tittered, "I understand you have been singularly fortunate—that every time you have wished for something, you have received it."

"Yep," replied Amos.

"Ever wish for a wife?" she simpered.

"Thought of one, yep," replied Amos. "Wished for one? Gosh, lady, I wouldn't dare!"

◆ ◆ ◆

Two vehicles met on the corner with a resounding crash. McTavish, driver of one, leaped out, pulled a flask from his pocket and handed it to O'Rourke, driver of the other vehicle. "We'll be needing a bit of stimulant after a thing like this," said McTavish hoarsely. "Right you are," replied O'Rourke, taking a long pull at the flask. He handed it back to McTavish who put it back in his pocket. "Aren't you going to have one?" he asked. "Yes, after the police have been here," replied McTavish.

◆ ◆ ◆

A young surgeon received a phone call from a colleague who invited him to make a fourth at bridge. "Going out, dear?" asked his wife, sympathetically.

"I'm afraid so," was the brave reply. "It's a very important case. There are three doctors there already."

◆ ◆ ◆

Visitor: Do you believe that departed people communicate with you?"

Medium: Oh, yes, he sends me alimony every week."

◆ ◆ ◆

Johnny was late at school and explained that a wedding at his house was the cause of the delay.

"That's nice," replied teacher, "who gave the bride away?"

"Well," Johnny answered, "I could have but I kept my mouth shut."

◆ ◆ ◆

In the post office of a North Carolina village a stranger saw the local patriarch sitting on a flour barrel and whistling. A bystander informed him that the old fellow had already passed his one hundredth birthday. Impressed, the stranger exclaimed: "Isn't that amazing!"

"We don't see nothin' amazin' 'bout it 'round here," was the laconic reply. "All he's done is grown old—and he took longer than most people would to do that!"

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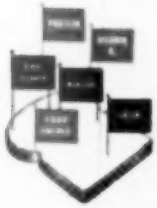

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CONVENTION CALENDAR

April 20-22—California Hay, Grain & Feed Dealers Assn.; Biltmore Hotel, Los Angeles; sec.-treas., I. J. Stromnes, Rino Anchor Bldg., 1400 10th St., Sacramento 14.

April 21-23—Self-Rising Flour Institute, Inc., White House, Biloxi, Miss.; sec., Alice B. Cornelius, 1314 Nashville Trust Bldg., Nashville 3, Tenn.

April 23-25 — Heart of America Bakers Convention, Arkansas, Kansas, Missouri, Nebraska and Oklahoma bakers' associations, joint convention; Hotel President, Kansas City, Mo.; general convention chairman, James S. Chase, Golden Krust Baking Co., Manhattan, Kansas.

April 24-25—Nebraska Grain & Feed Dealers Assn.; Hotel Paxton, Omaha, Neb.; sec.-treas., Howard W. Elm, Lincoln.

April 28-29—Texas Grain & Feed Dealers Assn.; Hotel Galvez, Galveston; sec.-treas., G. E. Blewett, Blewett Little Grain Co., Fair Blvd., Ft. Worth.

April 30-May 2—New England Bakers Assn.; Preston Hotel, Swampscott, Mass.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16.

April 30-May 2—Tri-State Bakers Assn., convention, Jung Hotel, New Orleans, La.; secretary, Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

May 1-5—Association of Operative Millers, Hotel Jefferson, St. Louis, Mo.; sec., Donald S. Eber, 629 Board of Trade Bldg., Kansas City 6.

May 2-3—Panhandle Grain & Feed Dealers Assn., Herring Hotel, Amarillo, Texas; sec., Joe S. Morris, P.O. Box 266, Amarillo.

May 5-6 — Kansas Grain, Feed & Seed Dealers Assn., Hotel Kansas, Topeka, Kansas; sec., O. E. Cano, 823 Wiley Bldg., Hutchinson.

May 7-9—Illinois, Indiana and Wisconsin bakers' associations, joint convention, Sherman Hotel, Chicago; act. sec., Thelma Dallas, 53 W. Jackson Blvd., Rm. 738, Chicago 4.

May 7-9—National Association of Flour Distributors, Hotel Statler, Boston; sec.-treas., Wayne G. Martin, Jr., The Northwestern Miller, 23 Beaver St., New York 4.

May 9-10—Illinois Grain Dealers Assn.; Pere Marquette Hotel, Peoria; sec., E. S. Herron, Gilman.

May 10—Kentucky Master Bakers Assn., and Memphis Master Bakers Assn.; Frankfort, Ky.; sec., Kentucky Master Bakers Assn., M. J. Fleischer, 919 Monmouth St., Newport, Ky.

May 14. — Flour Millers Export Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Helen Gervais, National Press Bldg., Washington, D.C.

May 14-16—New York State Assn. of Manufacturing Retail Bakers; Hotel St. George, Brooklyn; sec., Percy Stelle, 2 Broadway, New York 4.

May 15—Des Moines Feed & Grain Club; field day at Des Moines (Iowa) Golf and Country Club; sec., E. G. McGee, Swift & Co., Des Moines.

May 15-17—Millers National Federation; Edgewater Beach Hotel, Chicago, Ill.; sec., Herman Steen, 309 W. Jackson Blvd., Chicago 6.

May 15-19—American Association of Cereal Chemists, Hotel Sheraton, Chicago; sec., Frank R. Schwain.

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May 18—American Corn Millers Federation; Drake Hotel, Chicago; sec., Harry Hunter, 105 West Adams St., Chicago, Ill.

May 20-23 — Southwest Bakers Assn.; Herring Hotel, Amarillo, Texas; sec.-treas., J. R. L. Kilgore, Albuquerque, N.M.

May 22-25—Associated Bakers of Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14.

May 22-25—Biscuit and Cracker Manufacturers Association of America and Independent Biscuit Manufacturers Co., Inc.; Drake Hotel, Chicago, Ill.; Biscuit & Cracker sec.-treas., R. T. Stokes, 233 Broadway, New York 7; Independent Biscuit sec., Harry D. Butler, 90 W. Broadway, New York 7.

May 25-26—National Soft Wheat Millers Assn.; Hotel Roanoke, Roanoke, Va.; sec.-vice pres., Paul M. Marshall, 300 W. Jackson Blvd., Chicago 6.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia.

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